

The Social System

1. The Adoption Unit (WM Region, field, district, school, department, individual)

2. Describe the formal structure of the adoption unit.
 - A. Formal leaders (decision makers)

 - B. Legitimizers (individuals that must support the adoption)

 - C. Change Agents

3. Describe the informal structure of the adoption unit.
 - A. Opinion leaders and sub-units they influence

 - B. Resisters (People who will oppose adoption of this innovation)

 - C. Other interested individuals (students, church leaders, constituents, local government)

4. What communication options are available? (print, large meetings, email, telephone)

The Strategy

Adoption Unit	Formal Leader	Opinion Leaders	Change Agent	Decision Stage	Communication Method/Message