**Features of the
Innovation**
- Relative advantage
- Compatibility
- Simplicity
- Trialibility
- Observability

**Alignment of External
Environment**
- Financial incentives
- Regulations and public reporting
- Professional norms

Diffusion

Dissemination Strategy
- Professional and social networks
- Opinion leaders
- Credible sources

**Features of the
Adopting Organization**
- Internal champion exists
- Is a learning organization
- Structure supports adoption