MY EARLY ADOPTERS

Note: this worksheet is for in-class use. It will not be turned in.

My customers are [Role] who feel [Emotion]

when [Trigger] because [Root Cause]

	Early Adopters	Early Majority	Late Majority	Laggards
Emotional Intensity	**High** ←		→	**Low**
Feel the Emotion				
Aware of it				
Trying to resolve it				

How do your Early Adopters behave and where will you find them?

Behaviors 🏃	Externally Observable Behaviors 👣

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