**STRATEGIC STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 1: ACTIVITY 7**

**GROUP ACTIVITY**

**Rogers classifications in the class**

As a group, agree on a recent technological advancement. Then separate yourselves into the Rogers classifications:

* Innovators
* Early adopters
* Early majority
* Late majority
* Laggards.

Discuss what causes someone to be an early adopter, an early majority etc.

|  |
| --- |
|  |