

2015

## Successful Approaches to Change-Working Together to Get Things Done (2015 State of the Bay Presentation)

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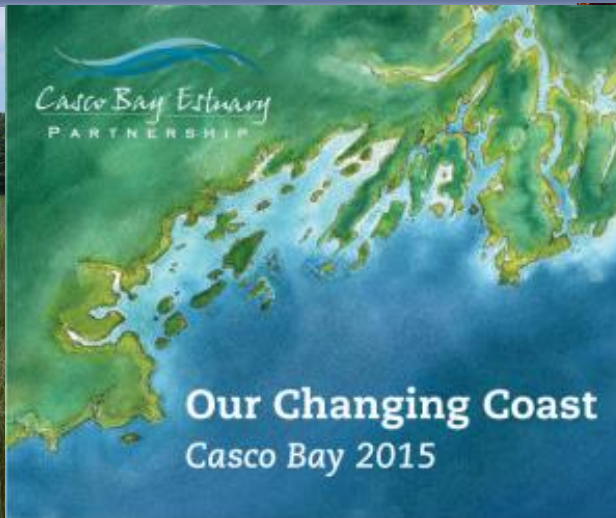
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# Successful Approaches to Change

## *Working Together to Get Things Done*



**State of the Bay Conference**  
**Portland, Maine**  
**October 13, 2015**

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A close-up photograph of the hull of an old wooden boat. The hull is constructed from numerous curved wooden planks, which are heavily weathered and show significant signs of aging, including discoloration and rust. A vertical metal strip, possibly a keel or a reinforcement beam, runs down the center of the hull, showing signs of corrosion. The background is slightly blurred, showing some industrial structures and a blue building.

**We're All in the Same Boat**



# Working Together to Get Things Done...

To protect and restore  
the *things people  
care about*



The Millennium Ecosystem Assessment 

# WHICH WAY SHOULD I GO?





# Inspiring and Motivating Change

*The most powerful theory you will  
ever learn . . .*



# Diffusion of Innovations

## 4 Elements of Diffusion

1. The Innovation or Idea
2. Communication pathways
3. The social system within which the innovation or idea moves
4. Time



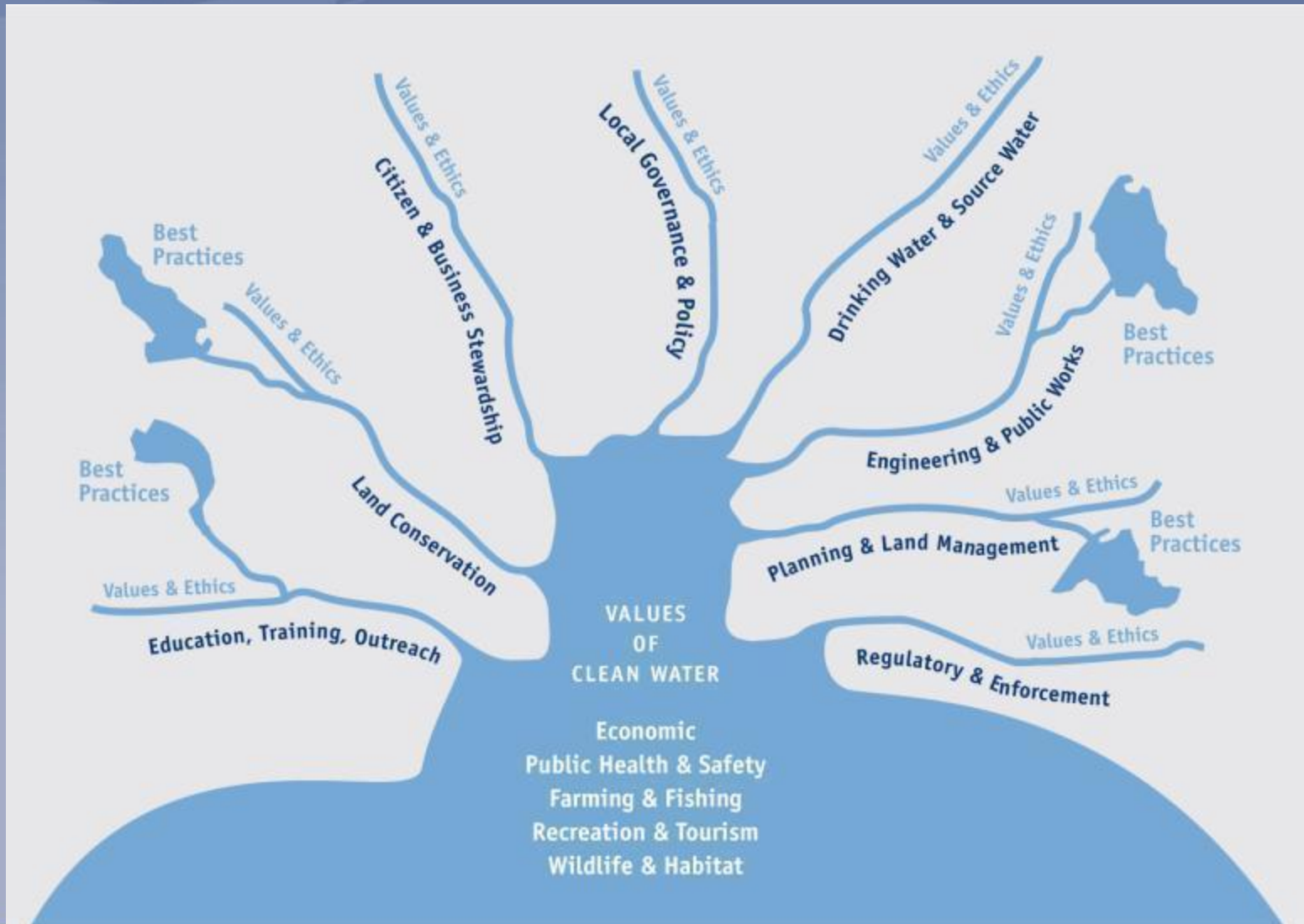
# The Kaleidoscope of Expertise

## *Working Together to Get Things Done*





# The Social Landscape of Watershed Protection

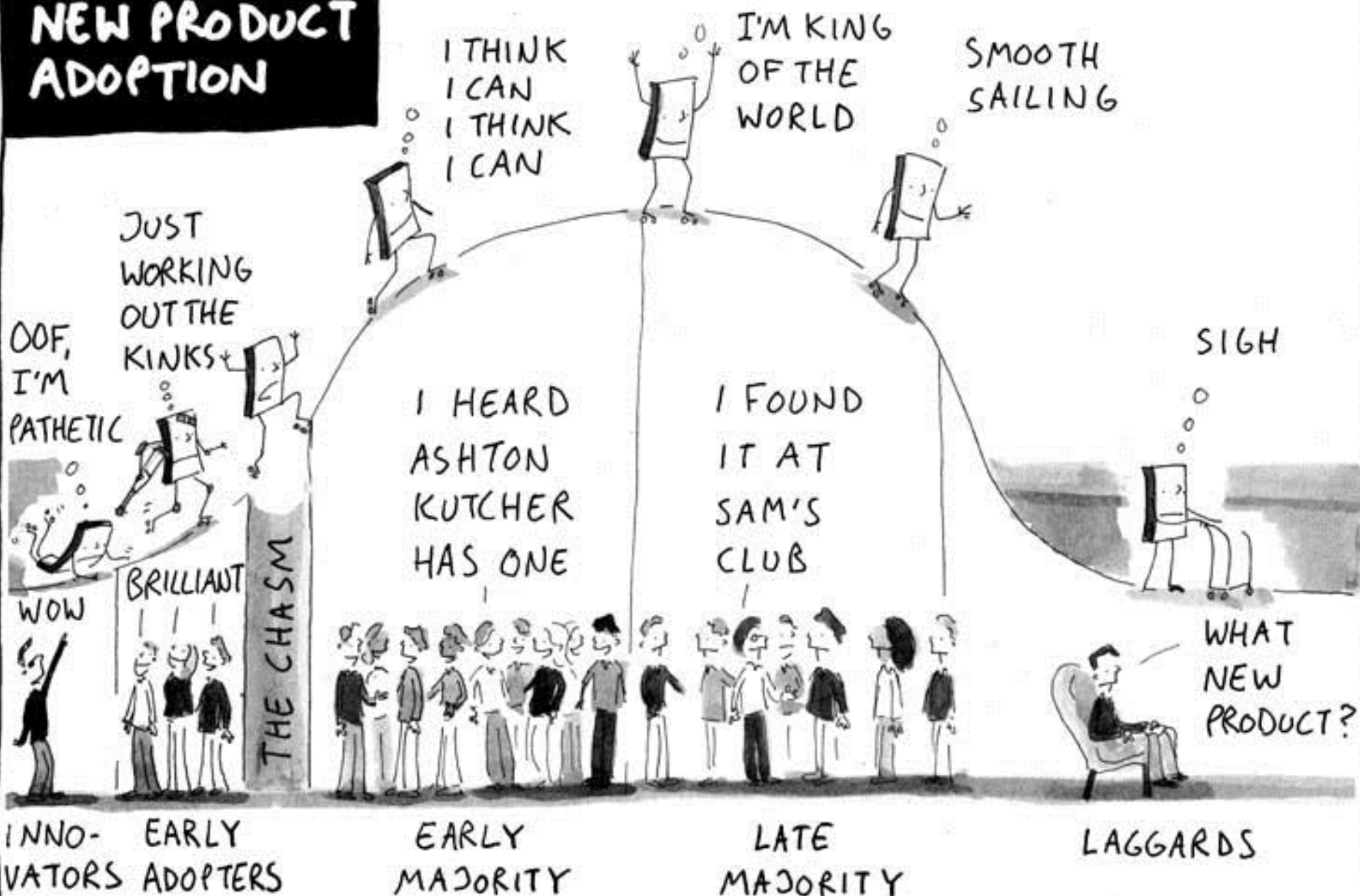


# The steps of diffusion

1. Knowledge – Did you hear about...?
2. Persuasion – Tell me more about ...
3. Decision – I'd like to try...
4. Implementation – Just do it!
5. Confirmation –Keep doing it



# NEW PRODUCT ADOPTION





# The 5 most powerful qualities of an idea that spreads and is used



## **#1 Relative Advantage**

Will it make my life easier?



# The 5 most powerful qualities of an idea that spreads and is used



## **#2 Compatibility**

Does this fit my life?



# The 5 most powerful qualities of an idea that spreads and is used



## **#3 Simplicity**

Can I figure out how to use this?





# The 5 most powerful qualities of an idea that spreads and is used



## **#4 Trialability**

Can I test this out?



# The 5 most powerful qualities of an idea that spreads and is used

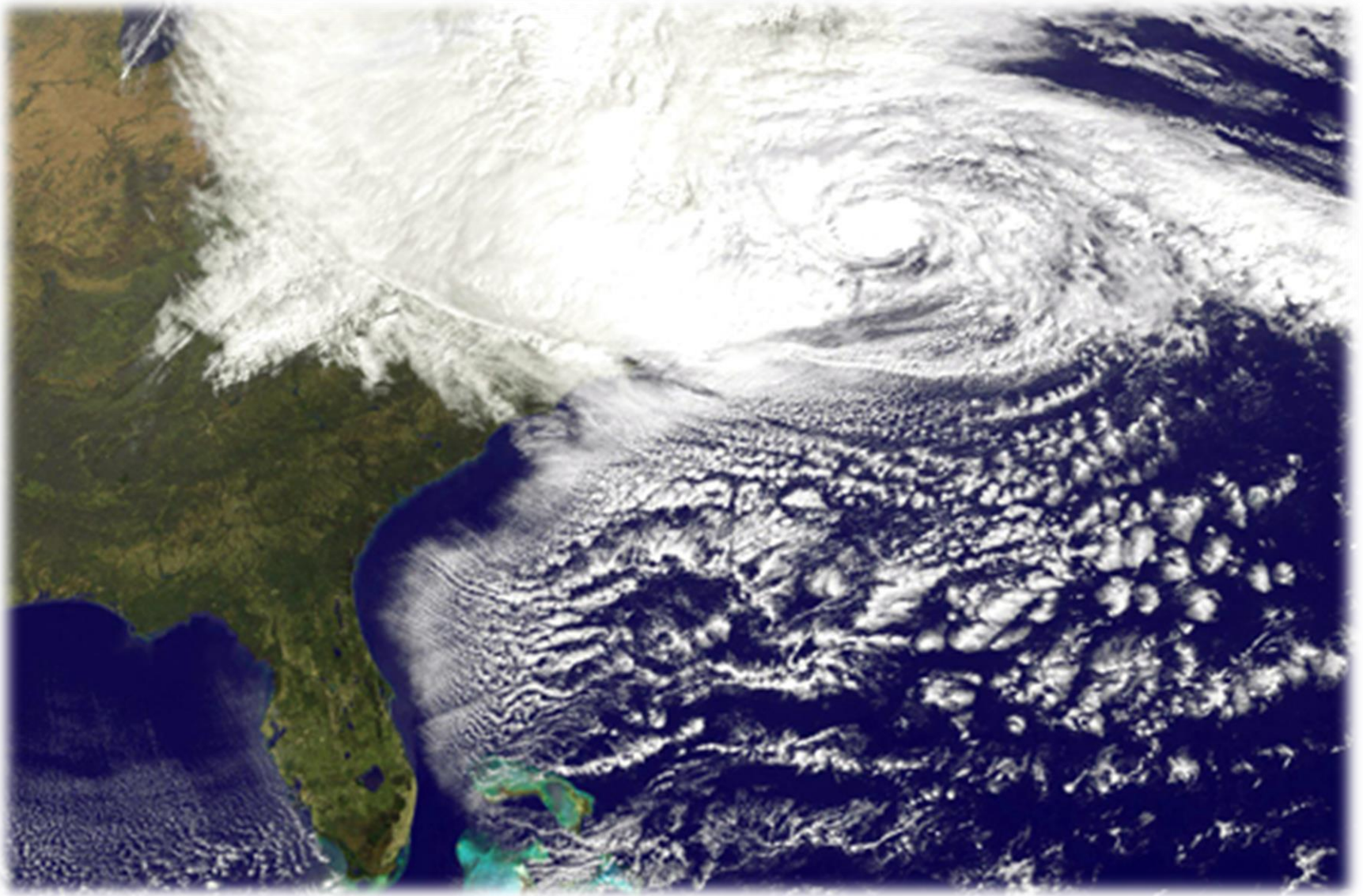


## **#5 Observability**

Are others doing this?







# **Sandy:** The Change in the Coastal Conversation









# 2012 The Sandy Dialogues 2014

- Partnership Wells Reserve and Jacques Cousteau Reserve in New Jersey
- Peer to peer learning municipal officials
- Road trip to New Jersey to observe recovery
- Road trip to Maine to share the story

Observability-Relative Advantage-Compatibility-Complexity-Trialability



*Resources available at Wells Reserve.org*



NATIONAL ESTUARINE  
RESEARCH RESERVE SYSTEM  
SCIENCE COLLABORATIVE





# 2012 The Sandy Dialogues 2014

Observability-Relative Advantage-Compatibility-Complexity-Trialability

- Maine officials could see lingering impacts
- Maine officials recognized advantages of planning
- Maine officials learned from counterparts in New Jersey who had similar roles and responsibilities
- Maine officials recognized that pre-disaster planning would make storm response more efficient, effective and economical
- Maine officials could try planning ideas before a storm hits.



*Resources available at [Wells Reserve.org](http://WellsReserve.org)*







Super Heroes



Rebel



Magical Chosen One

Using Diffusion of Innovation Theory  
What kind of a *Change Agent* will you be?

Secret Agent



Innovator



Time Lord/Intellectual



tional estuarine research

# How to be an expert

