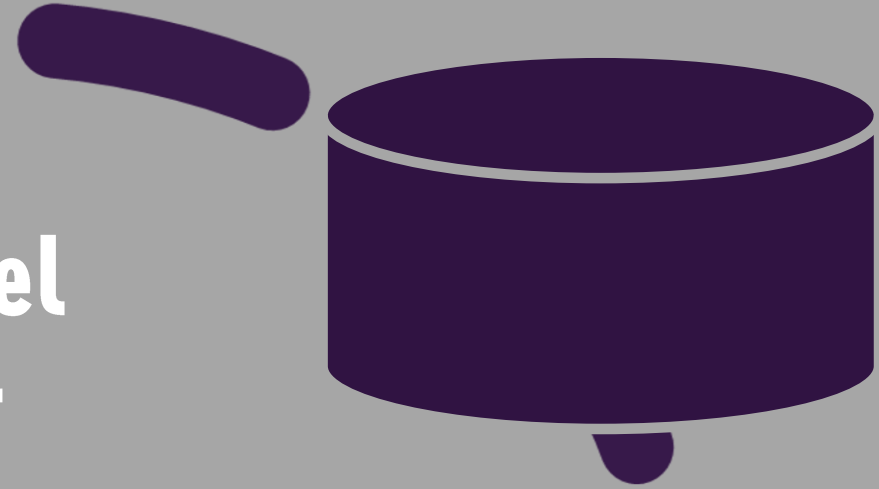
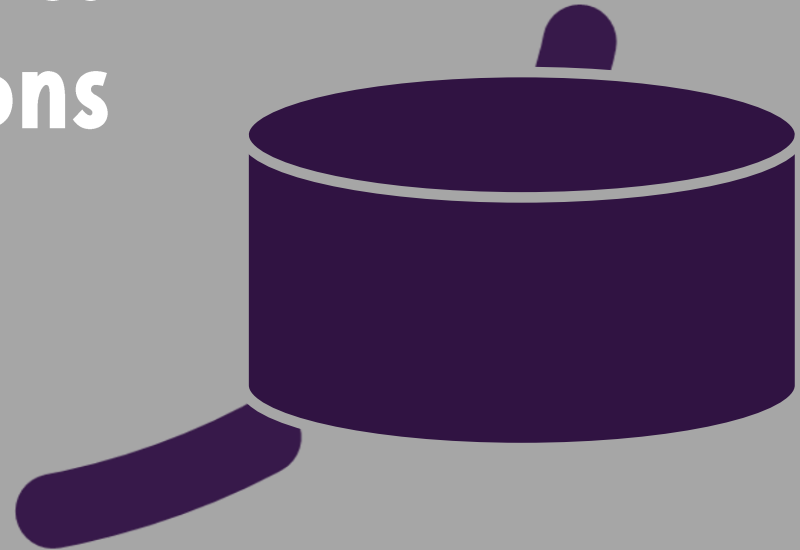
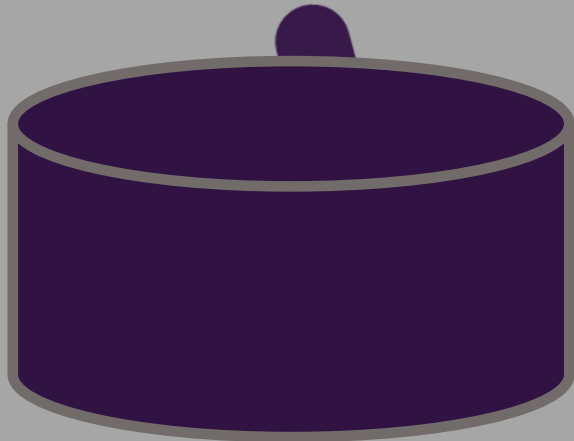


# Technological innovation

# Social innovation



**Model  
for  
acceptance  
technological  
innovations**



# Technological innovation

## Innovation

- Hard- & Software
- Interoperability
- Data

# Social innovation

## Innovation

Task:

Create the need!

Frame the expectations

# Technological innovation

## Innovation

- Hard- & Software
- Interoperability
- Data

## Organization

# Social innovation

## Organization

- Top management
- Middle management
- Executives

Task:

Work continuously on  
unambiguous imaging

# Technological innovation

## Innovation

- Hard- & Software
- Interoperability
- Data

## Culture

# Social innovation

## Organization

- Top management
- Middle management
- Executives

## Task:

Analyze influences on various processes and habits

## Culture

- Laws & regulations
- Values & norms
- Planning & Procedures

# Technological innovation

## Innovation

- Hard- & Software
- Interoperability
- Data

# Social innovation

## Organization

- Top management
- Middle management
- Executives

## Usage

### Task:

Persist in convincing users  
of the benefits

## Usage

- Usability
- Training
- Continuity

## Culture

- Laws & regulations
- Values & norms
- Planning & Procedures

# Technological innovation

# Social innovation

## Innovation

- Hard- & Software
- Interoperability
- Data

## Organization

- Top management
- Middle management
- Executives

## Communication

### Task:

Maintain good communication  
and recognize signals

*Mutual talk*  
*Assumptions*  
*Gossip*  
*External influences*

*Newsletters*  
*Social media*  
*Facts & figures*  
*Curating*

## Usage

- Usability
- Training
- Continuity

## Culture

- Laws & regulations
- Values & norms
- Planning & Procedures

# Technological innovation

# Social innovation

## Innovation

- Hard- & Software
- Interoperability
- Data

## Organization

- Top management
- Middle management
- Executives

## Model for

# acceptance technological innovations

*Mutual talk*  
*Assumptions*  
*Gossip*  
*External influences*

*Newsletters*  
*Social media*  
*Facts & figures*  
*Curating*

## Usage

- Usability
- Training
- Continuity

## Culture

- Laws & regulations
- Values & norms
- Planning & Procedures

## Communication