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

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

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

Diffusion

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