Change Adoption Lab — Capture Sheet

One column per group. Work down each column, one group completely before the next. Never plan for “everyone”. The finished grid, read across, is the rollout plan.

TEAM / GROUP _____ FACILITATOR _____ DATE _____

THE ONE IDEA

One change. Many experiences. Plan for each one.

A single rollout rarely works — different groups experience the same change in different ways.

THE CHANGE WE ARE ROLLING OUT

Group ›	Group 1 be specific	Group 2 be specific	Group 3 be specific
Experience what they gain, lose, do differently			
Resistance what are they protecting?			
Need the hinge — name one: Understanding · Capability · Confidence · Ownership			
Adoption move the smallest move that meets that need			
Owner + date every move, not just the first			

More than three groups? Add columns, or use a second sheet. If two groups would receive exactly the same adoption move, combine them; if they need different moves, keep them separate.

BEFORE YOU LEAVE — THE ONE QUESTION

How many groups needed materially different adoption moves?

1–2 = the change may not need this tool · 3+ = the rollout genuinely needed several plans, not one.

Commit: every adoption move needs an owner and a date. Photograph this sheet and send it to everyone before they leave — it is the rollout plan.

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