VA Insight
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Next-Gen Tech and the Organizational Factors Influencing Adoption

Adopting new technology is crucial for organizations to enhance productivity, improve the customer experience and stay ahead of the competition. However, adoption is a challenge when managed across an enterprise. Companies that can demonstrate the clear advantage of the technology, reduce its complexity, and ensure that it fits with other current solutions will have better influence over adoption success. Communication, a clear vision, measurable progress, and increased buy-in are all vital components to improving a digital transformation.

Change is inevitable for all organizations. Those who stay stagnant will find that it is difficult, if not impossible, to keep up with the competition. The right tools and software are crucial for insights, efficiency, and productivity. Innovative technology enhances an enterprise's ability to succeed in a competitive market.

However, innovating tech adoption across an entire enterprise is no small feat. In fact, many organizations fail to accomplish their objectives when they undergo digital transformation. [A recent study found that 70% of digital transformations](#) fall short of all their goals. This has serious consequences for many companies.

What can you do to ensure that you are ready to adopt the next generation of technology successfully? Here are the factors that will impact your innovation adoption and tips for implementing an effective change management strategy.

Factors that Influence Adoption Success

Every organization is unique, with its own challenges, goals, and target audience. However, some common factors will have a significant impact on the success of adoption:

Relative Advantage

Is this an actual improvement over the old methods? If you cannot explain the concrete benefits of your innovative technology, getting employee buy-in will be difficult, if not impossible. Innovation will be more widely adopted and accepted when it is superior to the solution it will replace. This could mean that it is faster, cheaper, easier, or more attractive than the original solution.

Complexity

Many employees resist new technology because it requires learning something new and starting from scratch. The more complex the solution you introduce, the more likely you'll meet resistance.

Compatibility

Consider how well your new technology integrates with existing systems. Will you have to overhaul your current structure completely? Legacy systems are notoriously challenging to interface with the most recent technology. Consider how another solution will work with what you already have.

Trialability

Your employees might not respond well if they come into the office with a brand-new system they do not know how to use. How well you prepare your organization and try out the technology beforehand will impact how it is received and challenges in the early days of adoption.

Observability

The extent that the innovation is visible to others will significantly impact its success. Do your employees or customers notice the changes you've sought to implement? Can they observe the improvement in style, efficiency, or ease of use? If they don't see any advantages over the existing solution, it will be challenging to encourage adoption.
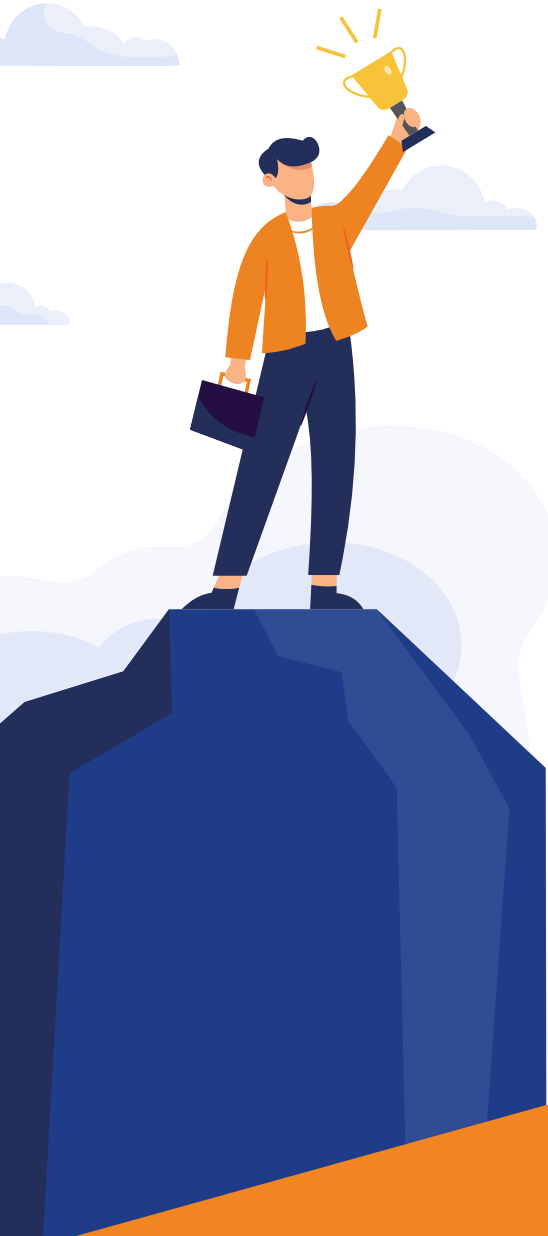
How to Support Innovation Adoption in Your Organization: Tips for Success

Evolving to the next level of technology on an organizational level has many more added layers of complexity and nuance to encourage adoption and successful digital transformation. Change management is vital for ensuring that your enterprise successfully embraces new technology.

Some tips to improve change management and enhance adoption success in your organization include:

Change Starts and Ends with People

IIt's crucial that you keep the main objective for adoption in mind: improving people's lives. Innovation should always be about serving your employees, customer, or both. In the end, it is about whether your employees and customers will embrace these changes. Think about your company culture. Will they support or impede your efforts in innovation? How can you address any issues that may arise?

Create a Change Management Team

A change management team is vital for gaining as many insights as possible to help make adoption a success. It should include all stakeholders across multiple departments to maximize input. Also, include "champions" in each department that will encourage employee adoption and provide your innovation team with valuable feedback from a practical side. Have them adopt the technology first and give you their accounts of how it worked for them. It will help improve the success of your innovation and increase employee buy-in as well.

Discuss the Why Behind Your Changes

It's almost impossible to overcommunicate when adopting innovation as an organization. When explaining changes to employees, focus on why these changes are happening. Highlight the benefits that your employees and customers will experience practically. Also, explain why these changes need to occur on an organizational level and the risk of not changing at all.

Explain your vision for these innovations. Employees hesitate to embrace new technology because they can't envision what things will be like once the changes take effect. Help them imagine a picture of a post-change future. It will help them visualize how the changes will be beneficial.

Make Changes Quickly

While everyone should be prepared for changes and the new technology should be tested ahead of time, don't make the mistake of taking too long to roll out your new solution. Execution is crucial to successful adoption, and how quickly you can execute these changes will impact the outcome.

Communication is critical. Information transparency helps to improve the speed of adoption. Use intranet sites, emails, newsletters, town halls, video conferencing, and more to explain what is happening and increase transparency.

Measure Changes

Take the time to determine the progress of changes. Define what the indicators of a successful adoption are and put mechanisms in place to monitor your transformation progress. However, it is possible to overdo this step. Measuring too many aspects of your transformation is overwhelming and counterproductive. Think carefully over what you will—and won't—measure.

Iterate and Improve

You will rarely nail your adoption right out of the gate. Instead, consider it an iterative process and aim to refine and improve. Once you measure changes and assess your adoption efforts, identify how you can progress and make it even better.

Change Management to Improve Your Innovation Adoption

Change is critical for running a successful business. However, it is only as effective as its adoption process. Different company cultures, target audiences, and established technology will impact the ease of adoption. However, with proper communication, measurable changes, and a focus on progress, you will ensure a smooth process for your organization.

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