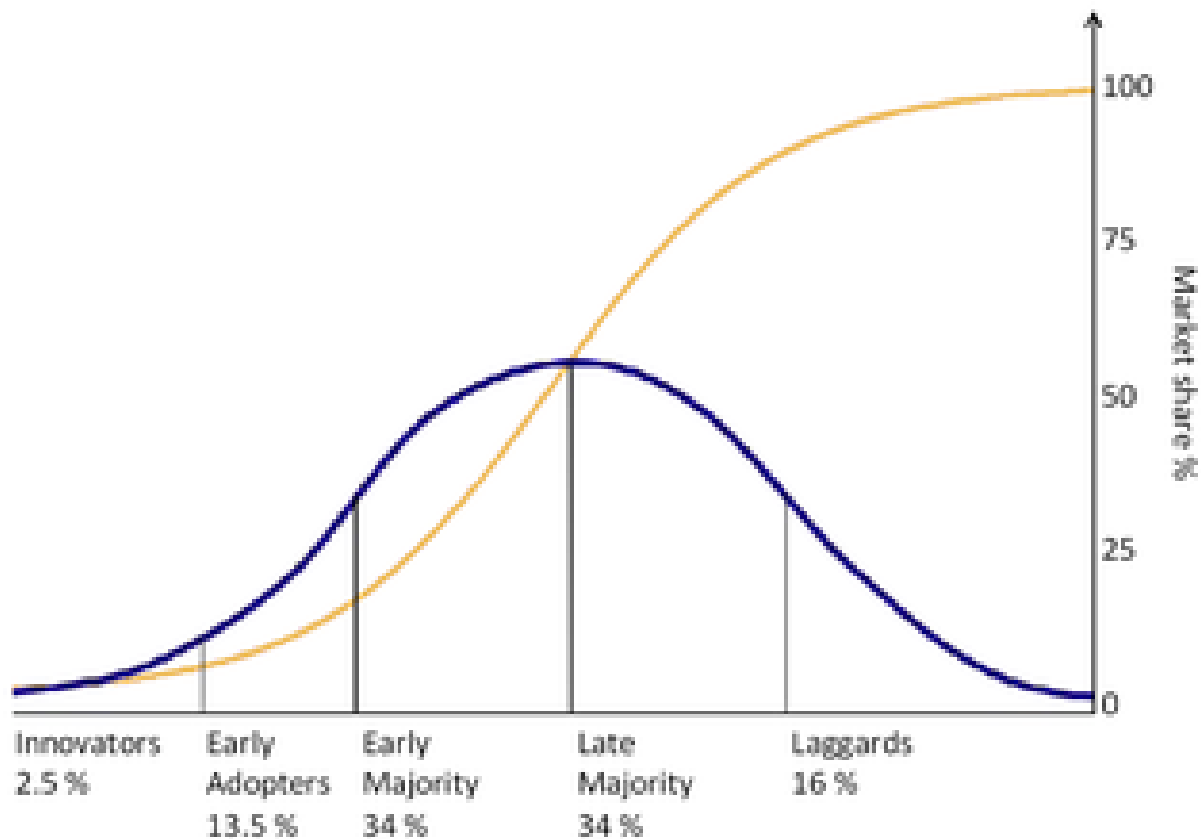




## How Consumers Will Drive the Workforce

June 21, 2012

## How Consumers Will Drive the Workforce



Everett M. Rogers

“ Diffusion of Innovation Curve”

## Diffusing New Ideas – How It Happens

1. The Innovation's Rate of Adoption is attributable to (5) perceived characteristics:  
relative advantage    compatibility    complexity    trialability    observability
2. Communication Channels by which messages get from one individual to another.  
Twitter, Facebook and Google have revolutionized this element.
3. Time Frame for Adoption Involves:
  - Knowledge - Learning About the Innovation
  - Persuasion - Forming an Attitude About It
    - Decision - Making a Decision to Adopt or Reject
    - Implementing & then Confirming the Innovation
4. A Social System. A Network problem-solves to accomplish a common goal.  
*The Social and Communications structure of a Group will Facilitate or Impede the Diffusion of Innovations in that System.*

## Some Green Collar Jobs based in Traditional Blue Collar Work

- Architectural Design, Civil, Structural, & Mechanical Engineering
  - Earth Movers, Storm Sewer installers, & Landscapers
  - Concrete, Masonry, Framing, & Carpentry Specialists

Thermal Envelope Work: Windows, Siding, Roofing, Insulation, Caulking

Finishers: Drywall, Floorings, Cabinets & Millwork

Plumbers, Mechanical Systems Installers, Electricians

Thank You & Questions?

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