Diffusion Planning Guide

This guide supports executives in scaling a successful change by planning intentional diffusion across departments, teams, or locations.

Diffusion isn't accidental—it's engineered. This worksheet helps leaders create visibility, build momentum, and ensure adoption becomes culture.

Step 1: Define the Innovation or Change

What is the change or improvement you want to spread?
Why was it successful (if you rolled it out in a pilot phase)? What outcomes did it produce (or is it projected to produce)?

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Step 2: Identify the Target Audience

Who needs to adopt this change?
Are there departments or roles that need it most?
Are there natural champions or early adopters already using it?

Step 3: Choose Your Diffusion Channels

How will you communicate the change? (e.g., huddles, DSBs, staff meetings)
Will you leverage peer-to-peer influence or formal training?

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Step 4: Build the Momentum

What are your quick wins, and how will you celebrate them?
How will you spotlight success stories or early adoption?
Who will lead the ongoing encouragement and visibility?

Step 5: Validate and Adjust

How will you monitor the spread of change? (e.g., validation rounding, feedback loops, adoption metrics)
What feedback mechanisms will help you make adjustments?

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Reflection Prompts

What story is your organization telling about this change?
How are you ensuring that change is more than a pilot—it becomes how we do things around here?

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