Co-creation readiness:
Your essential checklist for successful change adoption

Business & technology

- [ ] What specific technologies are required to achieve our change adoption goals?
- [ ] Have we identified any technology gaps by evaluating our current capabilities against those of competitors?
- [ ] Do we have the necessary infrastructure (software and hardware) to support this transformation?
- [ ] Who will be our technical resources to drive change adoption?
- [ ] What is our plan to optimize technology performance and enhance user experience?

Customer impact

- [ ] What value will change adoption bring to our customers, and how will we measure it?
- [ ] Have we segmented our customers and identified their distribution across the adoption curve?
- [ ] Do we understand what matters most to our customers at each stage of adoption?
- [ ] Have we conducted market research to uncover customer preferences, needs, and behaviors related to change adoption?
- [ ] Have we gathered customer insights on digital literacy, pain points, motivations, and needs?
- [ ] What barriers to adoption have we identified, and which do we expect to be the most significant?
- [ ] Is there a defined user journey map, and what user experience are we aiming to deliver?

Data readiness

- [ ] Do we have the necessary processes and systems to effectively collect and manage data?
- [ ] What data points and metrics will drive decision-making and innovation in our change initiatives?
- [ ] How are we monitoring our change adoption metrics and KPIs?
- [ ] Are there gaps in our data that impact the quality, availability, or usability needed for change adoption?
- [ ] What is our strategy to optimize data quality and usability?

Organization value

- [ ] How will change adoption create value for our organization? How will we measure this?
- [ ] Do our leaders actively support and invest in change initiatives?
- [ ] Have we defined our goals and objectives for change adoption?
- [ ] How do we plan to track and measure change-related activities?