WGSS 379 / MGMT 379 **Women Changing the World** #4

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| **How are you TESTING THE WATERS in your project?** | |
| **Type of person** | **How can you get this person involved in your project? (ASK FOR HELP and GROUP IDENTITY)** |
| INNOVATOR |  |
| EARLY ADOPTER |  |
| EARLY MAJORITY |  |
| LATE MAJORITY  and  LAGGARD |  |
| **What is your ELEVATOR PITCH for your project?** | |

\*\* Change leadership strategies (pattern names) are shown in all caps.