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.