

A12 · Minimum Viable Adoption (MVA) Plan

THE INNOVATION CODEX TOOLKIT

Move an innovation from shipped to used by deliberately planning its adoption on one page.

Target Audience

Who must change behavior, starting with whom?

Adoption Goal

A usage metric with a deadline, not availability.

Adoption Triggers

Defaults, prompts, and moments that start use.

Success Metrics

Active usage rate and its supporting measures, measured as use rather than availability.

Habit-Formation Tactics

Coaching, walkthroughs, huddles, friction removal.

Owner

Reporting Cadence

Decision rule. Track adoption as a usage rate against a deadline, and treat a stalled rate as a defect to diagnose, not a number to wait for.