

# INNOVATION SPREAD AND ADOPTION COMPETENCIES

	Emerging	Developing	Performing	Transforming
Innovation Mindset	Open to new ways of thinking about spread and adoption of innovative products and practices. Eager to grow and curious about understanding needs within system/organisation and how innovation can meet challenges. Is interested in exploring innovation pathways through the organisational and system landscape.	Understands that innovation spread and adoption sits within the context of wider system/organisation needs. Acknowledges risk and failure as inherent in spread and adoption. Asks questions to drive innovative practice, considers proportionate risk, and takes steps to optimise conditions for spread and adoption activity within own field.	Feedback from experimenting and learning from failure inform new thinking about spread and adoption of innovation. Demonstrates courageous and collaborative action that is driven by a clear need. Displays system thinking, and understands drivers and constraints for implementing innovation at pace and scale.	Leads a community at scale to develop individual and systemic capacity for transformative change through understanding challenges and identifying evidence based innovation for spread and adoption. Confidently models and champions divergent thinking, dynamic strategy, and moving to action.
Goal Setting, Monitoring, and Evaluation	Defines a spread and adoption goal for innovation/innovative practice that connects to health outcomes, and identifies potential impact on individuals and system.	Articulates explicit, time bound, and achievable spread and adoption goals with nominator/denominator for scale. Establishes evidence base to measure value, citing external sources and research where appropriate.	Monitors and adjusts innovation efforts via reflective practice, collecting and responding to data with exploratory assessment insights and questions.	Articulates spread and adoption journey, goals, and assessment so that others can apply learnings to new models, and applies evaluation for system transformation.
Systems Thinking and Agility	Understands interdependency of wider systems for spread and adoption. Communicates priorities and engages with interrelated systems to plan for successful spread and adoption.	Understands the need to engage and empower wider system stakeholders. Identifies critical friends and system levers to support and inform innovation efforts.	Engages key influencers across system to align innovation with local priorities for spread and adoption. Navigates innovation pathways with flexibility and responsiveness.	Maps innovation journey through relational connections and evidenced impact, articulating and leading system transformation via digital tools and collaborative relationships
Evidence-based Strategy and Practice	Familiar with skills needed to support innovation spread and adoption. Understands need to promote value with evidence, and asks questions about what evidence best demonstrates viability of innovation.	Seeks opportunities to uncover and establish research and evidence base to define value, identify stakeholder and system needs, and strategize for spread and adoption	Determines innovation value and viability using evidence to develop and articulate strategy. Explores creative methods for evaluating outcomes and analysing data. Curates innovation relative to organisation/system need.	Fosters others' development in understanding and applying research and evidence based practices to drive innovation spread and adoption, and identifies gaps in existing research to inform future strategy.
Communication and Relationship Management	Understands need for innovation, and feels ready to communicate thoughtfully and develop collaborative relationships for successful spread and adoption	Articulates evidence-based needs and value for innovation in messages that spark interest and build critical relationships intended to promote decisive action.	Differentiates and effectively delivers focused messaging to engender adoption, advance systemic change, and spread innovation at pace and scale, to drive transformation.	Influences other innovative leaders and builds their capacity to communicate and advocate effectively with stakeholders, navigating communication within diverse power structures.
Technological Facility	Utilises technology to manage professional responsibilities, expand capacity, and engage in synchronous and asynchronous collaboration to transfer knowledge.	Applies appropriate technology tools to communicate and build learning networks with stakeholders to improve. Engages in synchronous and asynchronous collaboration to build and apply knowledge.	Optimises technology to collect data for continuous improvement. Facilitates synchronous and asynchronous collaborative data to evaluate spread and adoption activities and alignment with system priorities.	Leads innovation and transformation to create new forms of, and uses for, technology as a tool for communication and change. Inventively connects technology in order to improve outcomes.