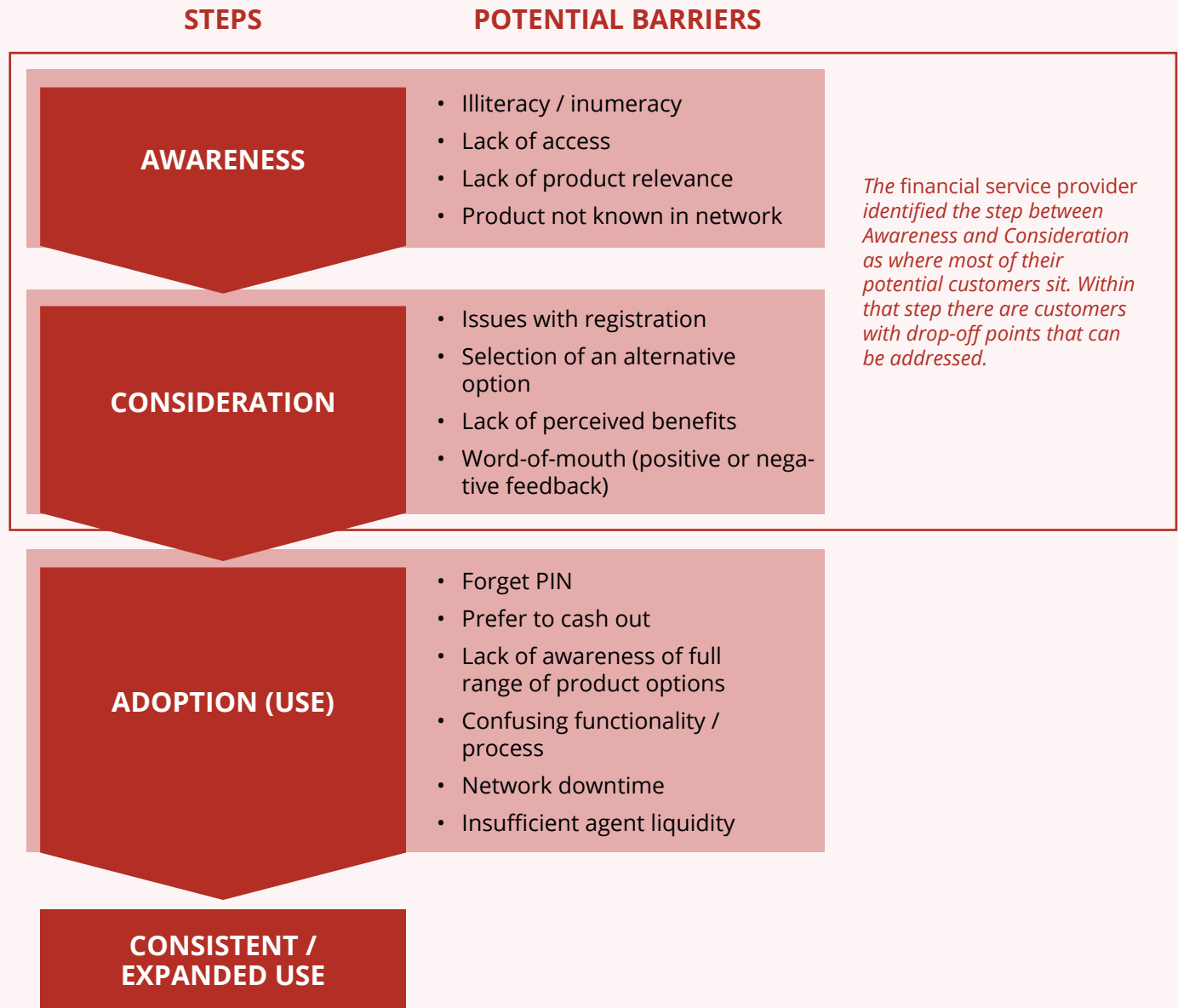




## Lessons Learned: Adoption Pathway

### ADOPTION PATHWAY FOR A FINANCIAL SERVICE PROVIDER

Here's a sample adoption pathway (similar to the buying process) that a financial service provider brainstormed during trials of this toolkit.



After completing brainstorming exercises 1, 2, and 3, write down your initial ideas on possible segmentations before moving on to additional analyses.