

LEADERSHIP TEAM TECHNOLOGY ADOPTION ASSESSMENT





INTRODUCTION

Technology is no longer a support function—it’s a driver of competitive advantage. For leadership teams, the real question isn’t whether to adopt new tools, but how quickly and effectively they can be put to work to strengthen strategy, operations, and customer experience. Falling behind on adoption doesn’t just slow progress; it risks making your entire organization less relevant.

This assessment is designed to help leadership teams take an honest look at their technology mindset and practices. It explores key dimensions such as openness to learning, investment in resources, decision-making speed, implementation discipline, and the ability to measure results. It also evaluates how well your team stays connected to industry trends, shares lessons learned, and collaborates with others to explore new opportunities.

The goal is clarity, not judgment. By working through this tool, you’ll uncover whether your team behaves like innovators, early adopters, or laggards—and what that means for your ability to compete. With that insight, you can have the conversations needed to close gaps, invest wisely, and create a culture where technology becomes a catalyst for growth rather than a barrier to it.

INSTRUCTIONS:

For each statement, circle or mark the number that best matches your leadership team's current approach.

- ▶ 1 = Strongly Disagree ▶ 2 = Disagree ▶ 3 = Neutral ▶ 4 = Agree
▶ 5 = Strongly Agree

	1. Leadership Attitude & Vision	Rating (1–5)
1	Our leadership team is eager to learn about and discuss new technologies that could impact our business.	
2	We actively encourage our staff to suggest and try new technology solutions.	
3	We talk openly about the risks and rewards of adopting new technology.	
	2. Investment & Resource Allocation	Rating (1–5)
4	We set aside part of our budget each year for exploring or implementing new technology.	
5	We ensure we have access to expertise (in-house or external) when evaluating new tech.	
6	We are willing to invest in staff training to help them use new technology.	
	3. Decision-Making & Implementation	Rating (1–5)
7	We make decisions about adopting new technology in a timely and decisive manner.	
8	We have recently piloted or implemented at least one new technology (e.g., AI tools, smart devices, automation) in our business.	
9	We involve employees from different departments when considering new technology.	
	4. Measuring Impact & Feedback	Rating (1–5)
10	We set clear goals for what we want new technology to achieve (e.g., save time, reduce costs, improve service).	
11	We regularly review whether our technology investments are delivering the results we want.	
12	We ask for feedback from staff and customers about how new technology is working.	

	5. Industry Awareness & Collaboration	Rating (1–5)
13	Our leadership team keeps up with technology trends and what similar businesses are doing.	
14	We share our technology experiences (successes and failures) with other business leaders or at industry events.	
15	We are open to partnering with other businesses or vendors to explore new technology together.	

SCORING

- ▶ Add up your total score (maximum = 75, minimum = 15).
- ▶ Find your stage: _____ / 75

Score Range	Adoption Stage	What This Means for Your Leadership Team
68–75	Innovator	You're leading the way-constantly learning and trying new tech.
54–67	Early Adopter	You're quick to spot opportunities and act on them.
40–53	Early Majority	You prefer to see proof before acting, but don't fall behind.
25–39	Late Majority	You're cautious and only act when it's clearly necessary.
15–24	Laggard	You rarely consider new tech and stick with what you know.

LEADERSHIP TIPS BY STAGE

- ▶ **Innovator:** Keep your team engaged, document lessons learned, and share insights with others.
- ▶ **Early Adopter:** Mentor other leaders, share your positive results, and continue exploring new opportunities.
- ▶ **Early Majority:** Start with proven, low-risk tech and build confidence with successful projects.
- ▶ **Late Majority:** Identify one process to improve with tech and set a small, achievable goal.
- ▶ **Laggard:** Begin discussions about tech at leadership meetings and try one small, safe step this year.



