

**Nobody knows  
"the Index"?!**

**Always start by  
asking  
questions**

**Let them  
tell you  
their  
pain point**

**Let them  
make conclusion  
there is  
a problem**

**...and the  
World Civility Index  
is their  
best solution!**

# Two types of customers

# Early Adopters

# Late Adopters

# Early Adopters

What does it do? Can we try it?  
How does it work?

# Late Adopters



# Early Adopters

What does it do? Can we try it?  
How does it work?

# Late Adopters

Never heard of it!  
Who is using it now?

# Characteristics

# Early Adopters

Imaginative Price not an issue  
Something cool for their brand

# Late Adopters

# Early Adopters

Imaginative Price not an issue  
Something cool for their brand

# Late Adopters

Resist change

Want "safe" route

Status quo

# What you should say

# Early Adopters

Way ahead of competition

Set the trend      Ahead of its time

# Late Adopters

# Early Adopters

Way ahead of competition

Set the trend      Ahead of its time

# Late Adopters

You risk nothing

Proven performance

A simplified approach

**Never mix  
the two!**



**Early Adopters  
are easier to sell  
but much fewer**

**Late Adopters  
are the majority,  
need lots of proof...**

...and  
here are  
the proofs

# Proof 1

## Leading companies want soft skills



The screenshot shows a web browser window with the URL <https://www.cnbc.com/2018/08/16/15-companies-that-no-longer-require-employees-to-have-a-college-degree.html>. The page features the CNBC logo and a 'CAREERS' category tag. The main headline is 'Google, Apple and 12 other companies that no longer require employees to have a college degree'. The author is Courtney Connley (@CLASSICALYCOURT). Below the headline is a photo of Apple CEO Tim Cook at an event, with a caption: 'Apple CEO Tim Cook at an event to introduce the new 9.7-inch Apple iPad at Lane Tech College Prep High School on March 27, 2018 in Chicago, Illinois. Scott Olson | Getty Images'. The article text begins with: 'Today's tight labor market continues to be a promising landscape for job seekers, with economists even predicting more opportunities for [professionals without a degree](#). Job-search site [Glassdoor](#) compiled a list of top employers who are expanding their talent options by no longer requiring applicants to have a college degree. Companies like Google, Apple and IBM are all in this group. In 2017, IBM's vice president of talent Joanna Daley told [CNBC Make It](#) that about 15 percent of her company's U.S. hires don't have a four-year degree. She said that instead of looking exclusively at candidates who went to college, IBM now looks at

<https://www.cnbc.com/2018/08/16/15-companies-that-no-longer-require-employees-to-have-a-college-degree.html>

Proof 2

# HR adoption of World Civility Index...

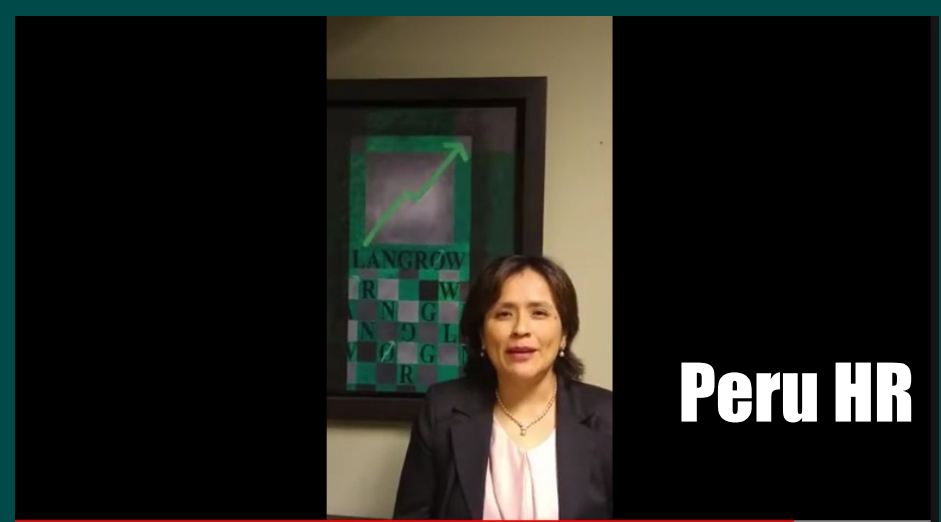


Hong Kong, HR executive  
Clara Yuen on IITTI...

## Hong Kong HR



<https://youtu.be/XXf1CTaywFo>



IITTI Exam -- Eva Maria Prado Camayo, Lima, Peru, Oct 1...

IITTI World Civility Index



<https://youtu.be/aMSVHQ5cBCs>



## Crocs Shoe Shenzhen, China

IITTI Exam -- Yan Qiu, Shenzhen, China, Sep 20, 2017

IITTI World Civility Index



[https://v.youku.com/v\\_show/id\\_XMzA1OTE2OTU5Ng==.html](https://v.youku.com/v_show/id_XMzA1OTE2OTU5Ng==.html)

Theme	Title	Date
Business	Organizar tu presupuesto también habla bien de ti.	Dec23,2020
Business	Inteligencia emocional: un requisito de tu marca personal	Dec18,2020

## Intel Ecuador, South America

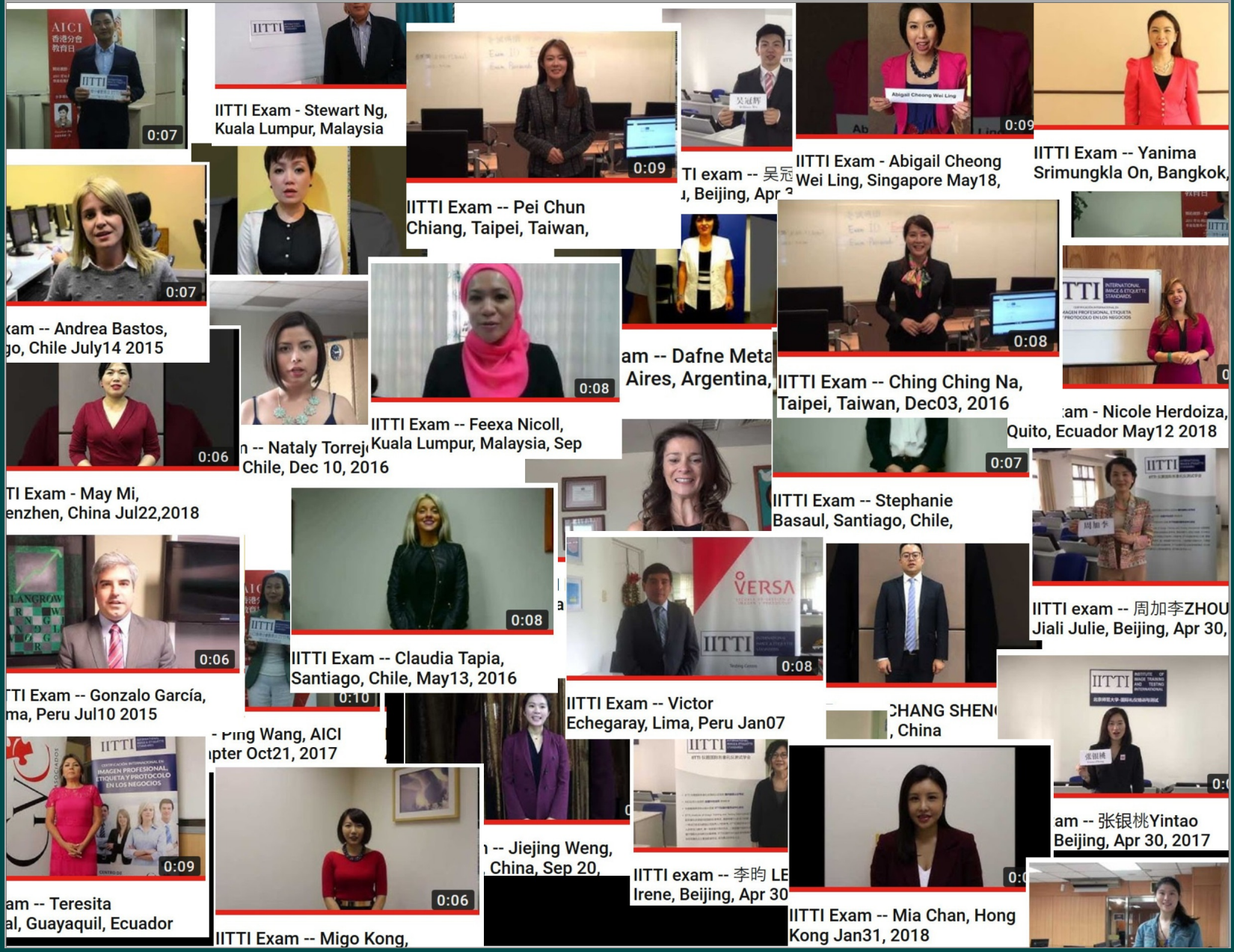
<https://www.IITTI.org/show/certificate?eric81>

## Proof 2a

Many others  
in 17 countries...

as of 2020







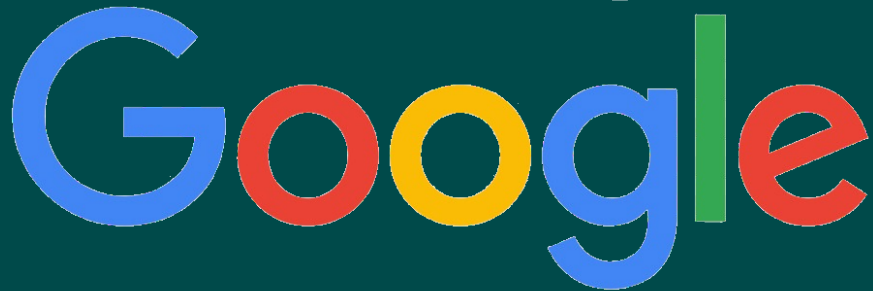
# Proof 3

# Part of UN



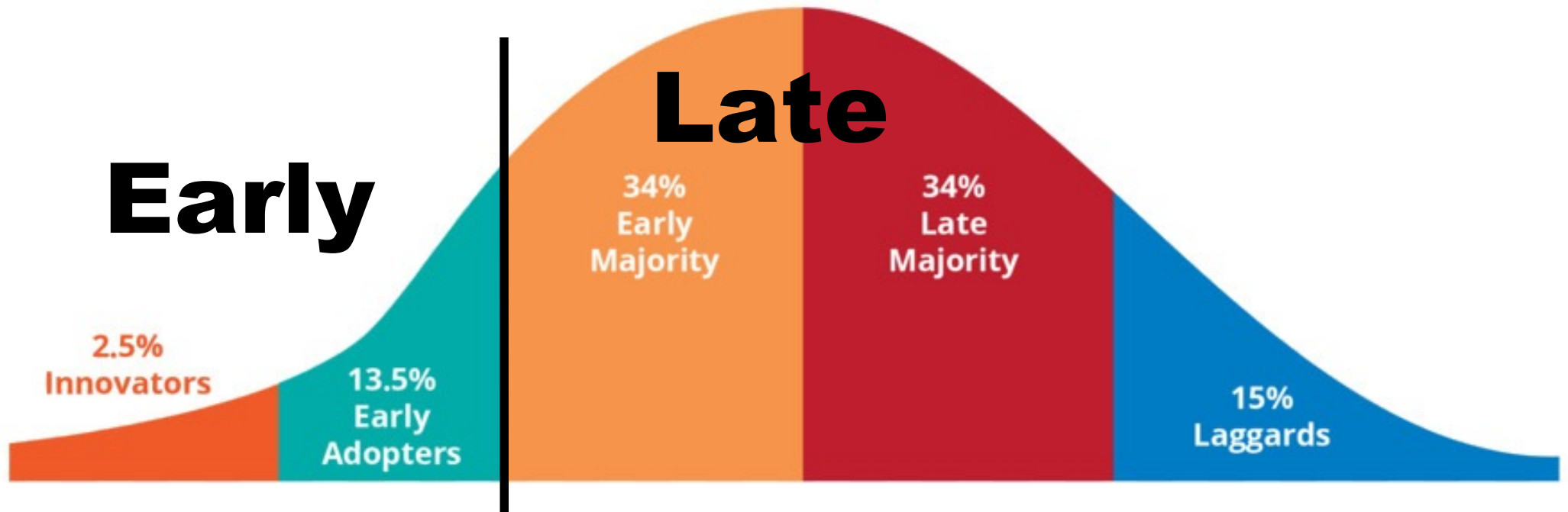
# Google's first page

Search phrase 'Soft skills standard'

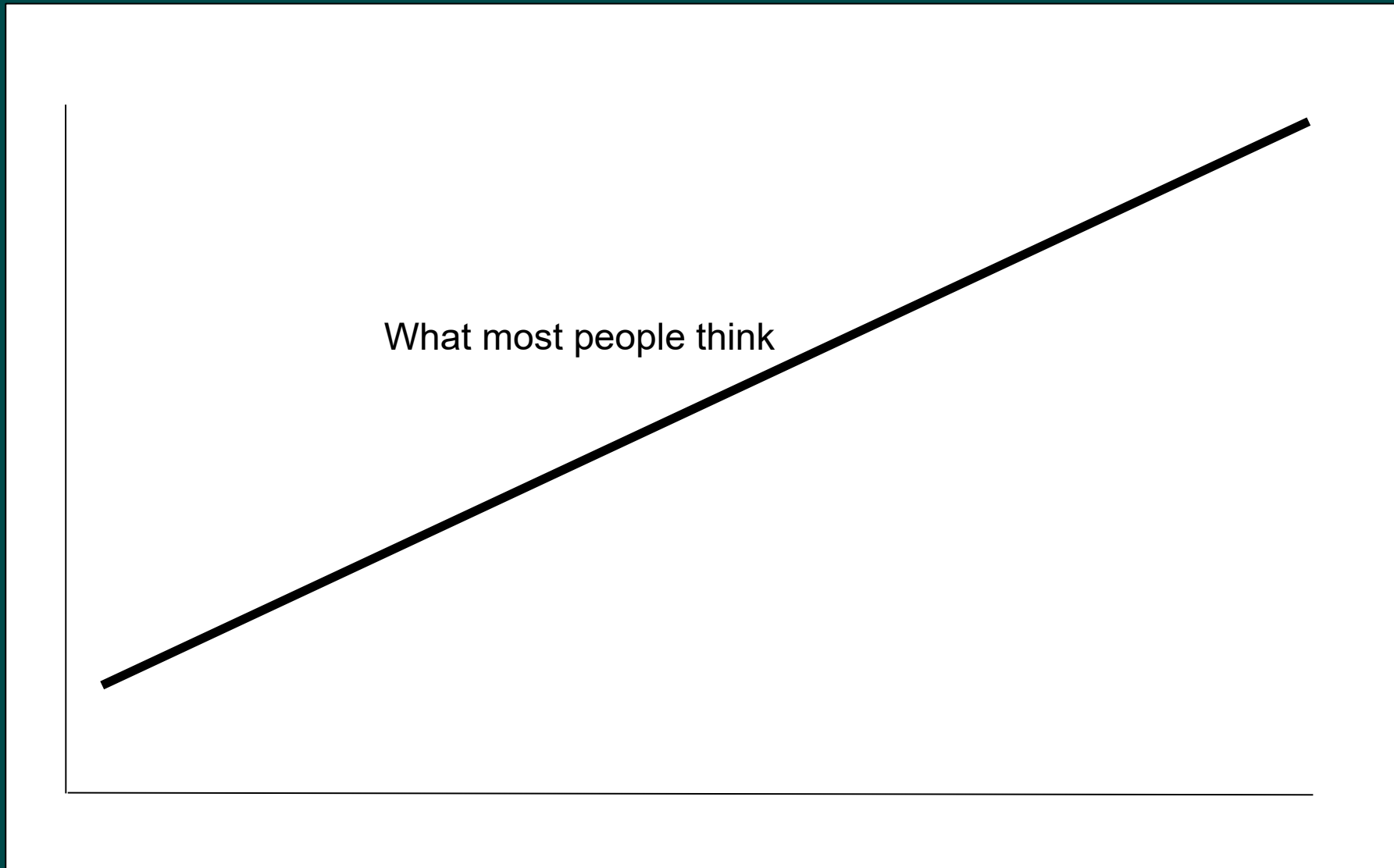


# Details

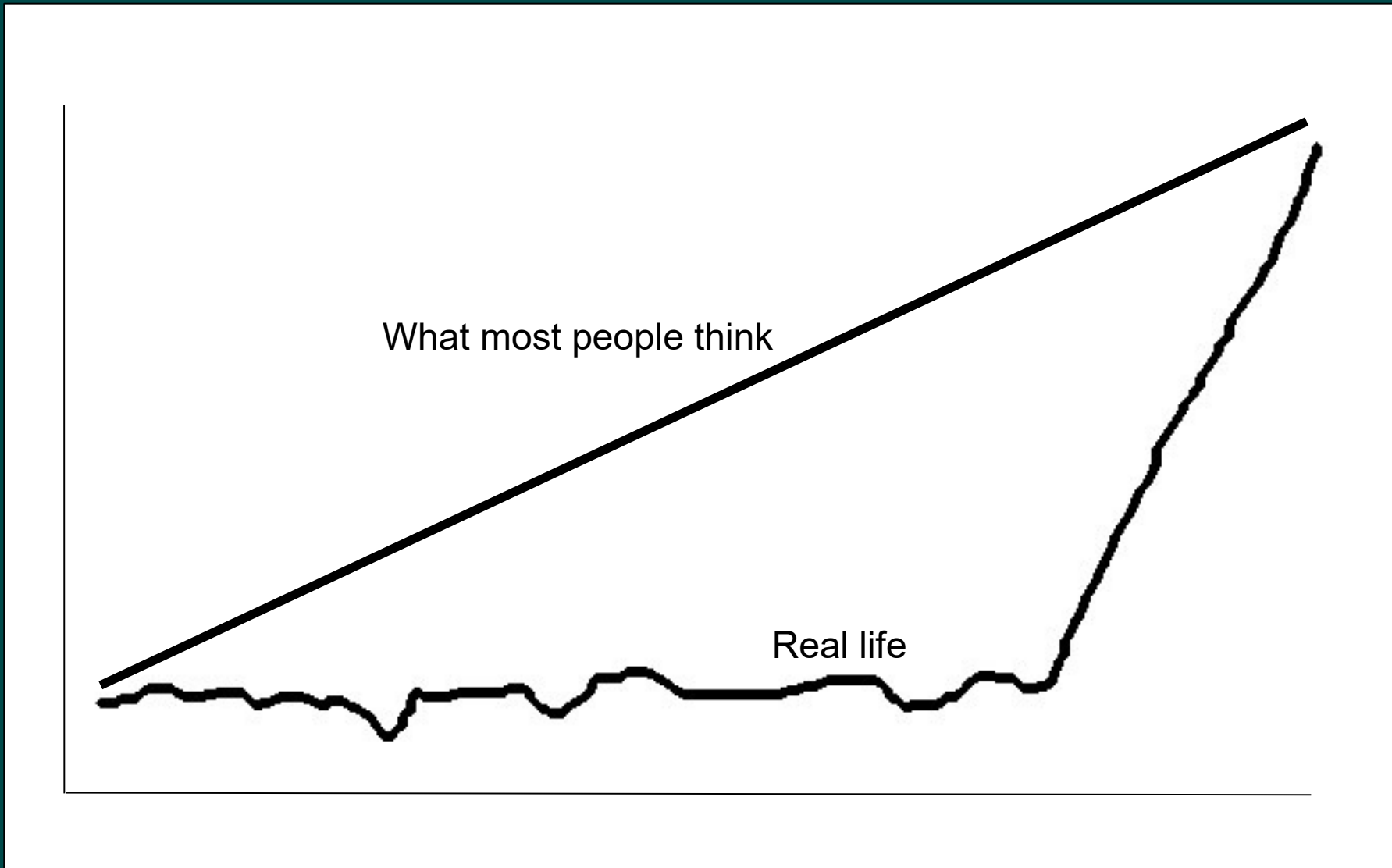
# Diffusion of Innovation



# How popularity grows



# How popularity grows



"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has."

*Margaret Mead, Anthropologist*

