

A Step by Step Programme from the Steps Partnership™

“Understanding the Tipping Point”

A powerful guide for anyone with an idea to peddle, a business to promote, or a product to sell.



We all have products, messages, or causes that we want to see advanced. Understanding The Tipping Point analyses the magical process by which some products, ideas, trends, ways of behaving, cross a threshold or ‘tip’ and take off – and conversely, why so many others fail. Based upon Malcolm Gladwell’s famous book ‘The Tipping Point’ amongst others, this seminar is a must for anyone who is trying to promote their business.

Introduction

Why some ideas, trends, products, spread exactly like a virus

The Three Rules of Epidemics

Three rules which provide us with the direction to reach the tipping point.

1. Contagiousness
2. Little causes – Big Effects
3. Dramatic change – The Tipping Point

The Three Agents of Change

1. The Law of the Few

The pivotal role that identifiable individuals play in the spread of ideas, trends and information

The Magnificent Three:

- The Word of Mouthers – (Connectors) the importance of those who connect with others – the social glue – The Name Game
- The Knowledge Accumulators – (Mavens) information specialists who relay that information to the connectors
- The Persuaders – (Salesmen) the impact of positive thinking on the doubters

2. The Stickiness Factor

Making a message contagious – making a message memorable in a world full of information, full of clutter. Finding the way to package information that makes it irresistible.

3. The Power of Context

The importance of where we are, who we are with and how many of them are there
Epidemics are sensitive to the conditions and circumstances of the times and places they occur – Overestimating the importance of fundamental character traits and underestimating the importance of situation and context – 150 is the magic number

Conclusion

- Concentrating resources – convenient shortcuts or how to make a lot out of a little.
- Reframe the way we think about the world - Change is possible, people can radically transform their behaviour, or beliefs in the face of the right kind of impetus
- We are powerfully influenced by our surroundings, our immediate context – who and what, and the personalities of those around us. We can shape the course of epidemics. The Tipping Point is simply a reaffirmation of the potential to change and the power of intelligent action