

1 LAW OF THE FEW



A tiny percent of people are accountable for triggering epidemics because of their special gifts.



MAVENS

The Data Banks: Mavens have the knowledge and marketplace scoop. They are information brokers who love to share knowledge. They create messages.



CONNECTORS

The Social Glue: Connectors have the links that span and connect different worlds. They provide "cross-fertilization" across realms. They spread messages.



SALESMEN

The Persuaders: Salesmen have the skills and charisma to persuade us when we are otherwise unconvinced. They induce buying decisions and behaviors.

2 THE STICKINESS FACTOR



It's no point reaching loads of people if the message doesn't stick. Package the information so that it is irresistible and memorable, i.e. it "sticks".

FIND YOUR STICKINESS FACTOR:

Test various formats and structures of your messages with your target audience to see which ones stick.

3 THE POWER OF CONTEXT

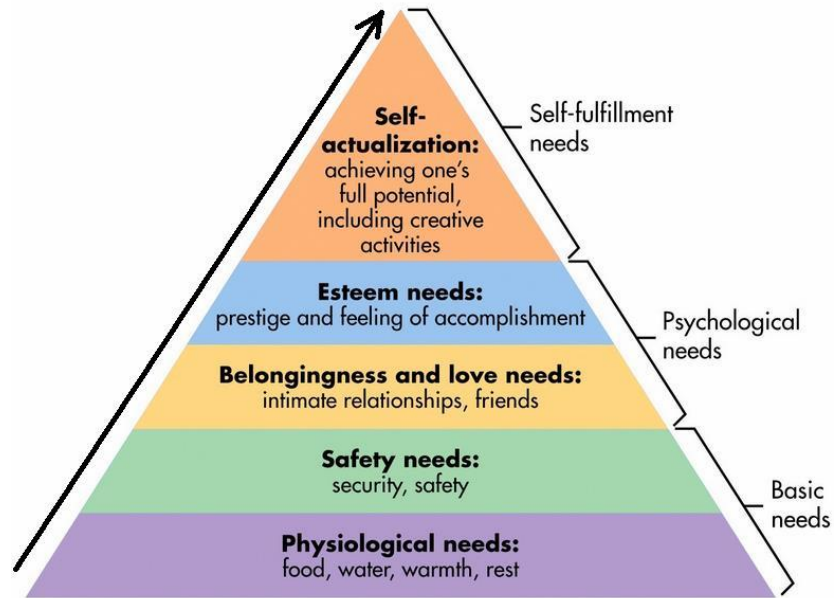


Human Beings are very sensitive to the environment or the context we operate in. Through the right settings and social groups, you can influence the behavior of your target audience.

SHAPE BEHAVIORS THRU' CONTEXT:

When choosing the time and location for your messages, consider the environment and circumstances. Manage groups using the Rule of 150.

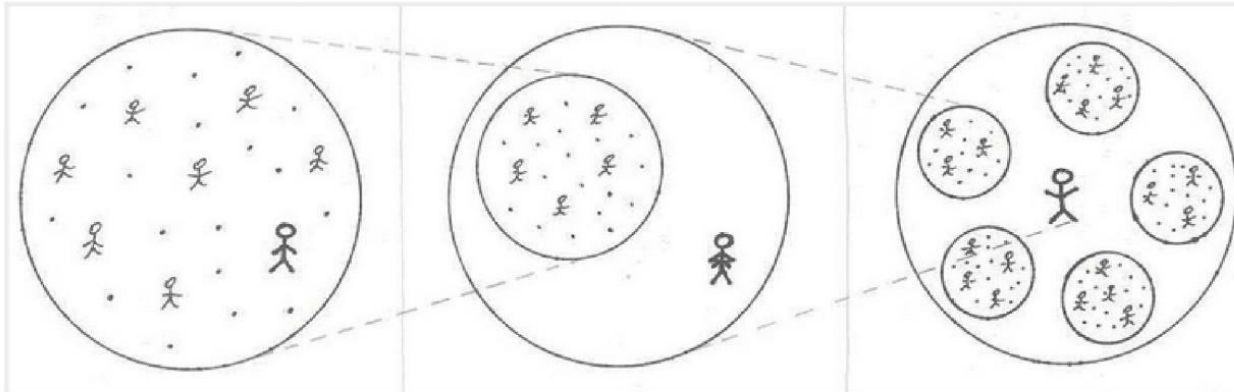
WHAT GETS IN THE WAY OF THE DESIRED CHANGE?



THE SOCIALISED MIND
Stage 3 - 58% pop.

THE SELF AUTHORIZING MIND
Stage 4 - 35% pop.

SELF TRANSFORMING MIND
"Stage 5 - 1% pop.



"I am my relationships,
I follow the rules"

"I have an identity,
I make choices"

"I hold many identities,
I embrace paradox"

Excerpt: Constructive Development Theory - Robert Kegan "In Over our Heads"

