



Diocese of Liverpool

The Tipping Point

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Context



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- Colin Dykes
 - Fusion of Tipping Point and Glaxo
- Influence vs sanction
 - Influencing change rather than managing change

Talk of two halves



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- About the book
- How to influence change

The book



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- The Tipping Point
 - How Little Things Can Make a Big Difference
- How social epidemics happen
- 2 examples
 - Hush Puppies
 - New York crime figures

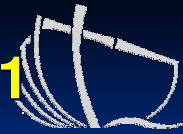
What needed for an epidemic



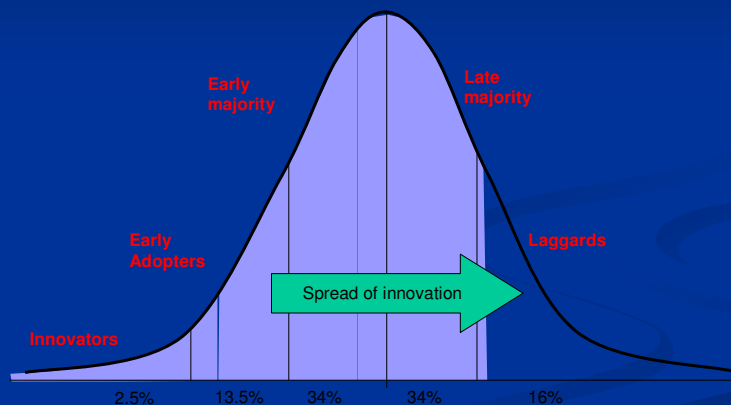
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- 3 factors
 - Contagiousness
 - Little changes have big effects
 - Change happens quickly rather than gradually
- 3 types of people
 - Connectors
 - Information specialists
 - Salespeople
- 3 ideas
 - Stickiness
 - Power of context
 - Implementation chasm

Spread of innovation # 1



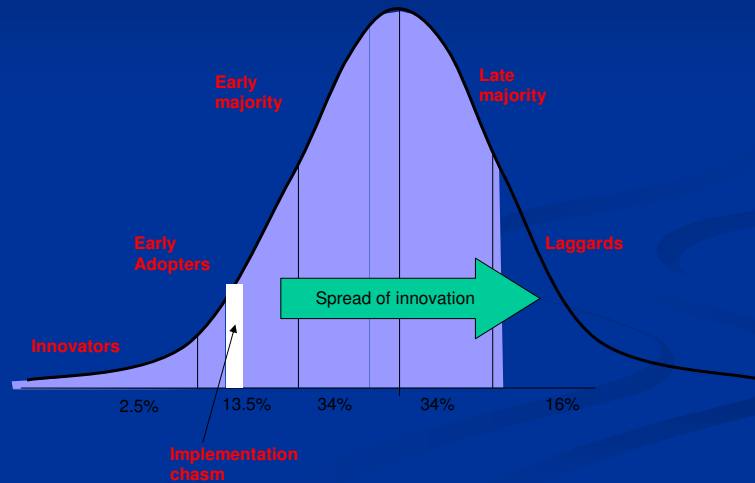
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Spread of innovation # 2



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Influencing change



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- Sponsorship
 - The single most important factor
- Sponsors
 - Authorise, legitimise, demonstrate ownership
 - Possess sufficient organisational power/influence either
 - To initiate resource commitments, or
 - Reinforce change at the local level

4 pools of people



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- Advocates
 - Experience of the change who believe it will make a difference
- Incubators
 - Thinking about the change, not sure whether it will work/management is behind it
- Apathetics
 - Haven't heard of the change
 - Do not care
- Resisters
 - Overt – openly/actively challenge the change
 - Covert – undermine the change

Aspects of managing change



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- Create a burning platform
- Focus on the vital few
- Celebrate success

- NB
 - Change is not part of business as usual
 - Dedicated resource is essential

7 levers for change # 1



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- People support
 - Contacts between advocates and apathetics
 - Mass exposure
 - Hiring advocates
 - Removing resisters

7 levers for change # 2



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- Environmental support
 - Walk the talk
 - Reward and recognition
 - Infrastructure
- And the bonus ball ...
 - Prayer (the extra long lever)



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