



Diocese of Liverpool

# The Tipping Point

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## Context

- 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



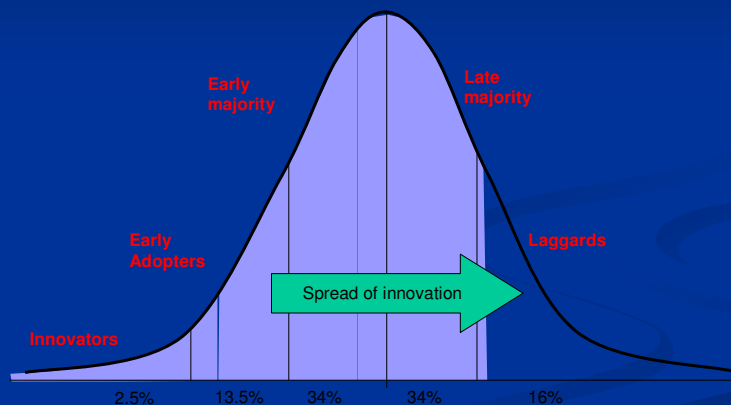
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- 3 factors
  - Contagiousness
  - Little changes have big effects
  - Change happens quickly rather than gradually
- 3 types of people
  - Connectors
  - Information specialists
  - Salespeople
- 3 ideas
  - Stickiness
  - Power of context
  - Implementation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

# Spread of innovation # 1



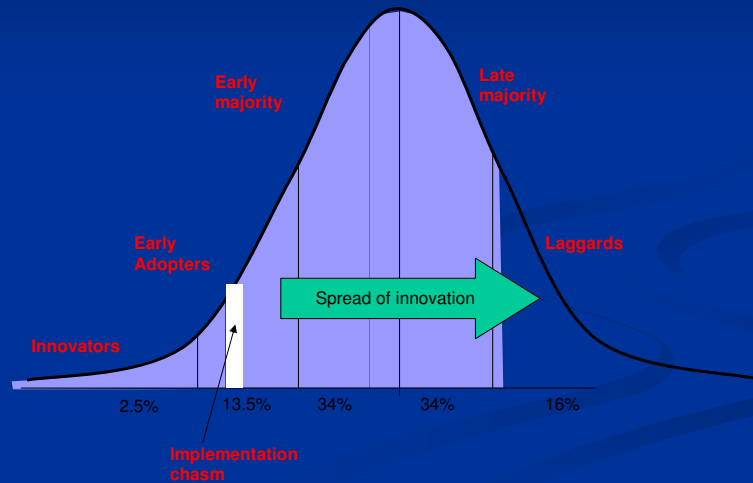
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## Spread of innovation # 2



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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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