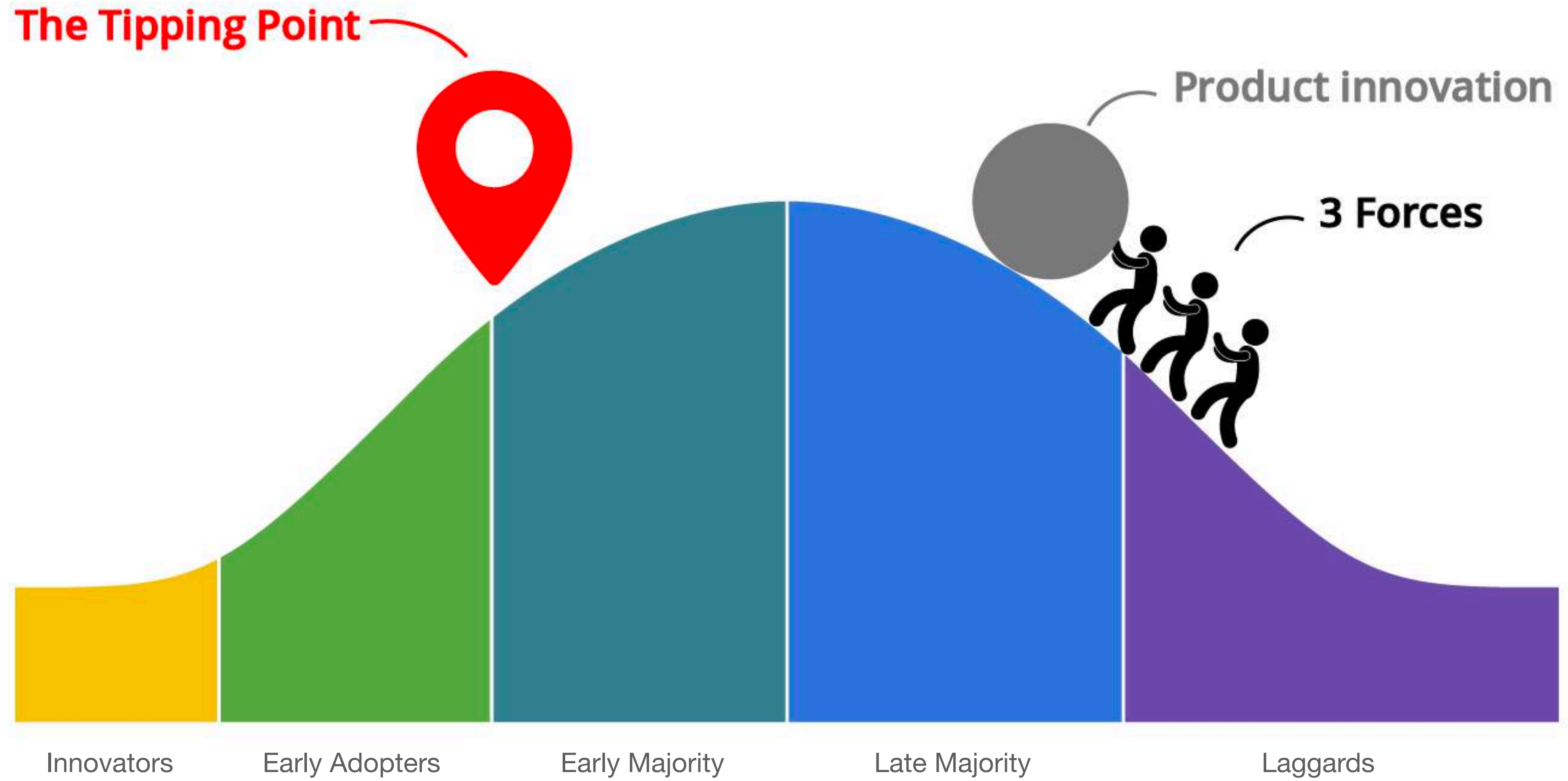
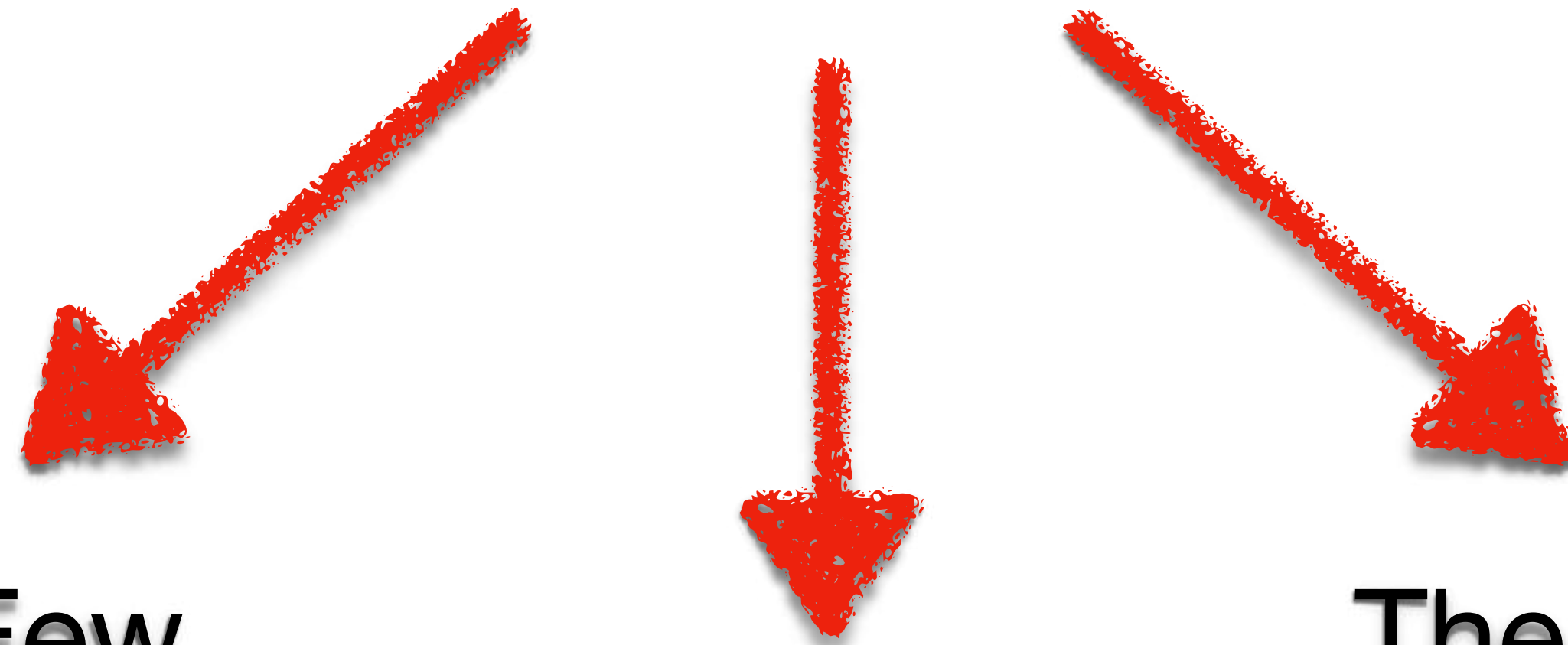


The Tipping Point

How little things can make
a big difference



3 Rules of Epidemics

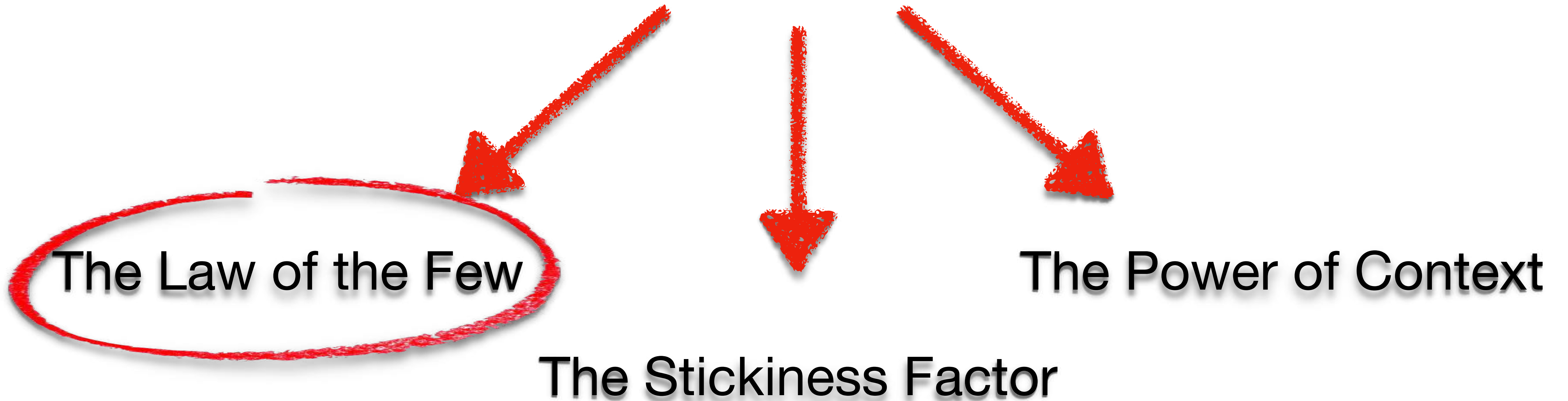


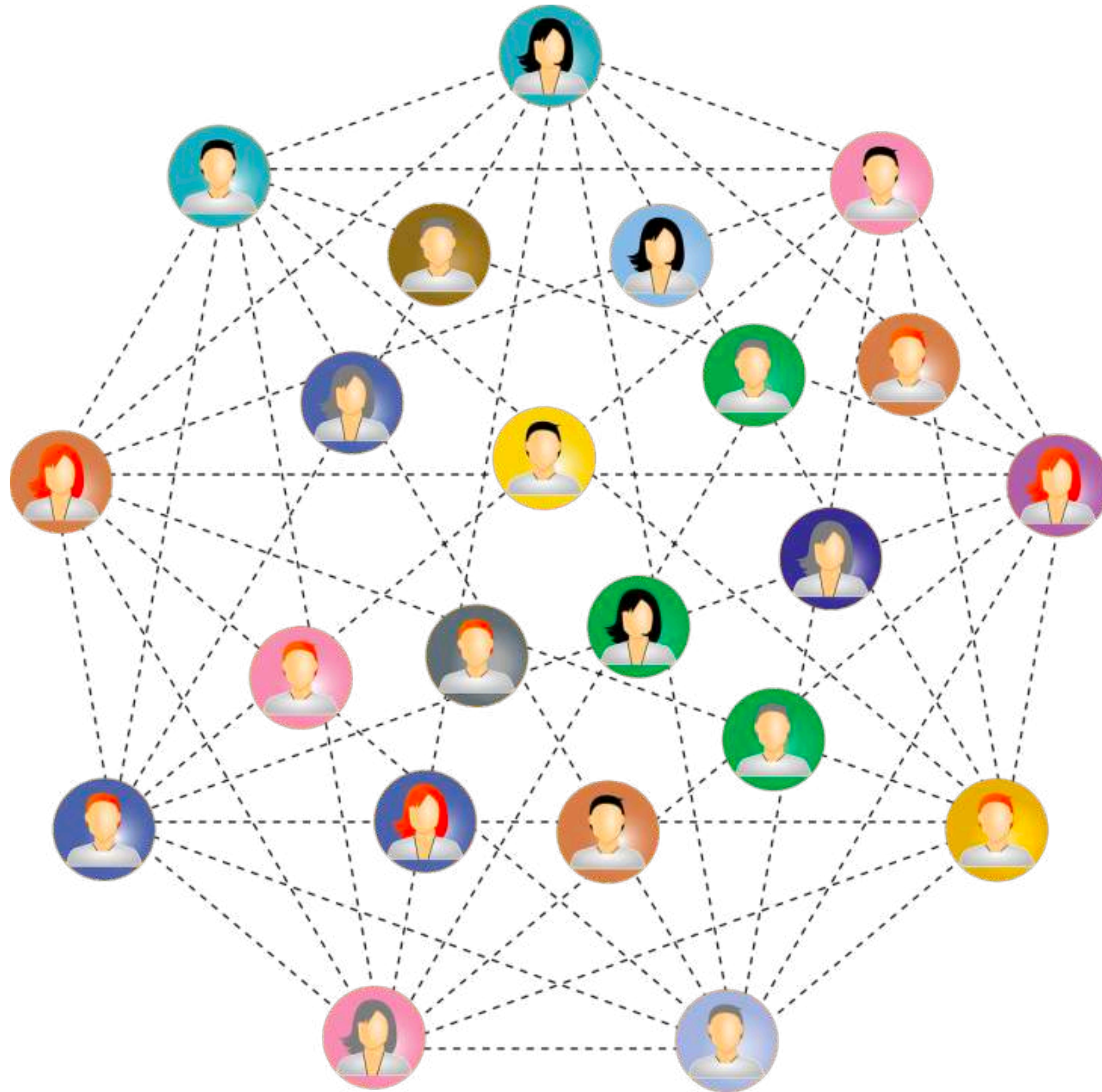
The Law of the Few

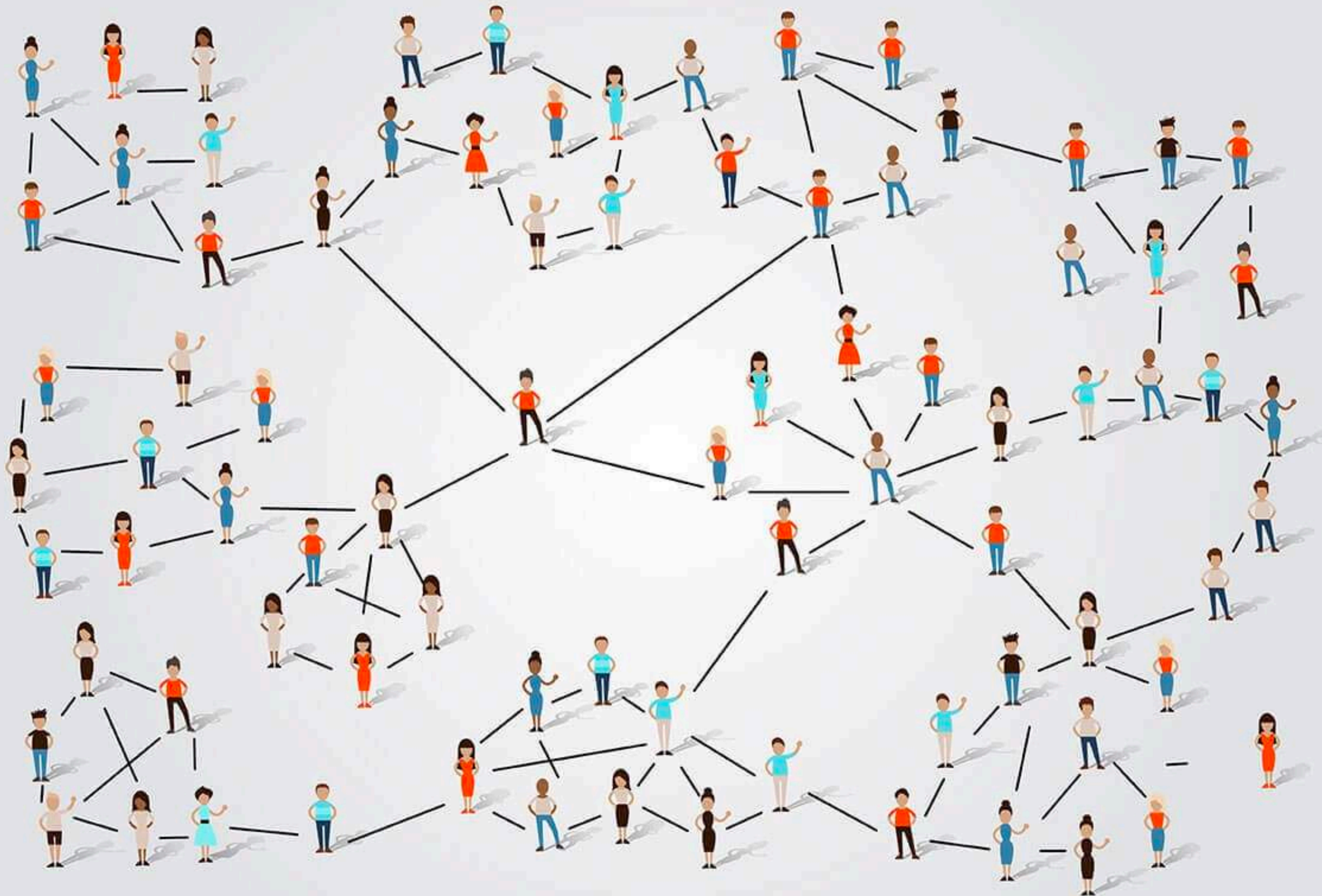
The Power of Context

The Stickiness Factor

3 Rules of Epidemics







**6 degree
separation**

6

Degrees of separation

You



1



2



3



4



5



6



Bill Gates

Connectors



Mavens

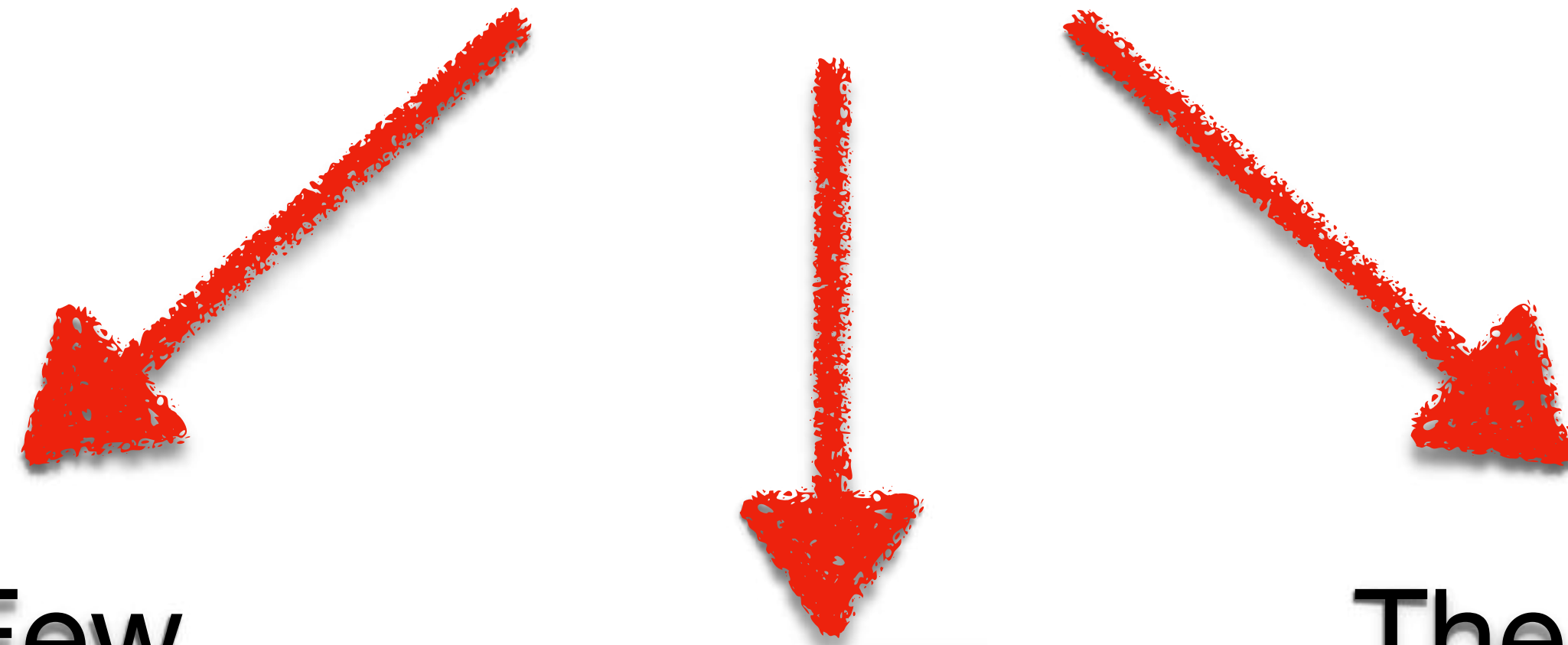


Connected
By
Knowledge

Salesmen



3 Rules of Epidemics



The Law of the Few

The Power of Context

The Stickiness Factor



Amy Poole
INSIGHTS & INSPIRATIONS

The Stickiness Factor



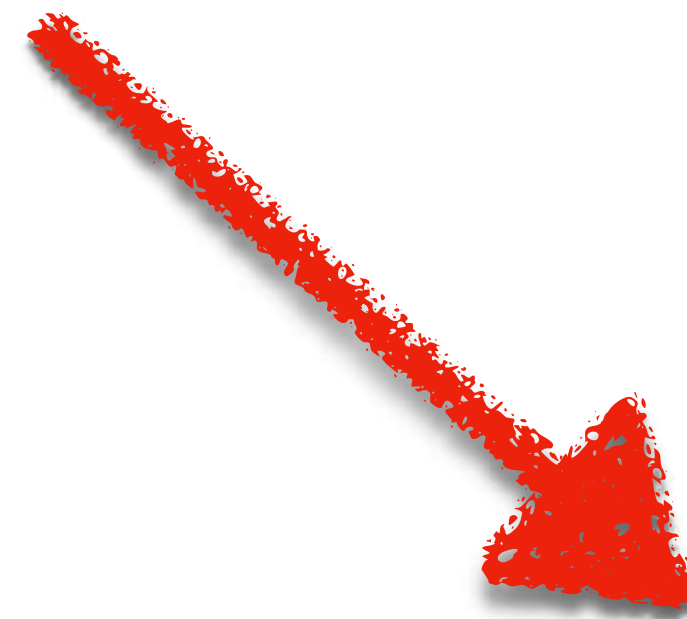
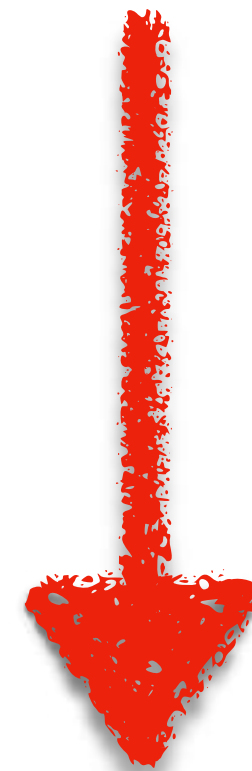
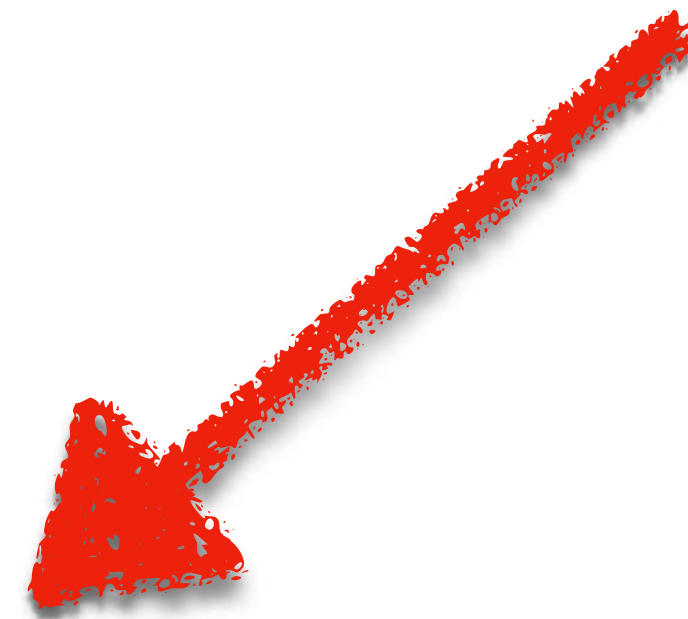
Make it easy + simple

Add a map

Make it fun + a game

Find the golden box

3 Rules of Epidemics



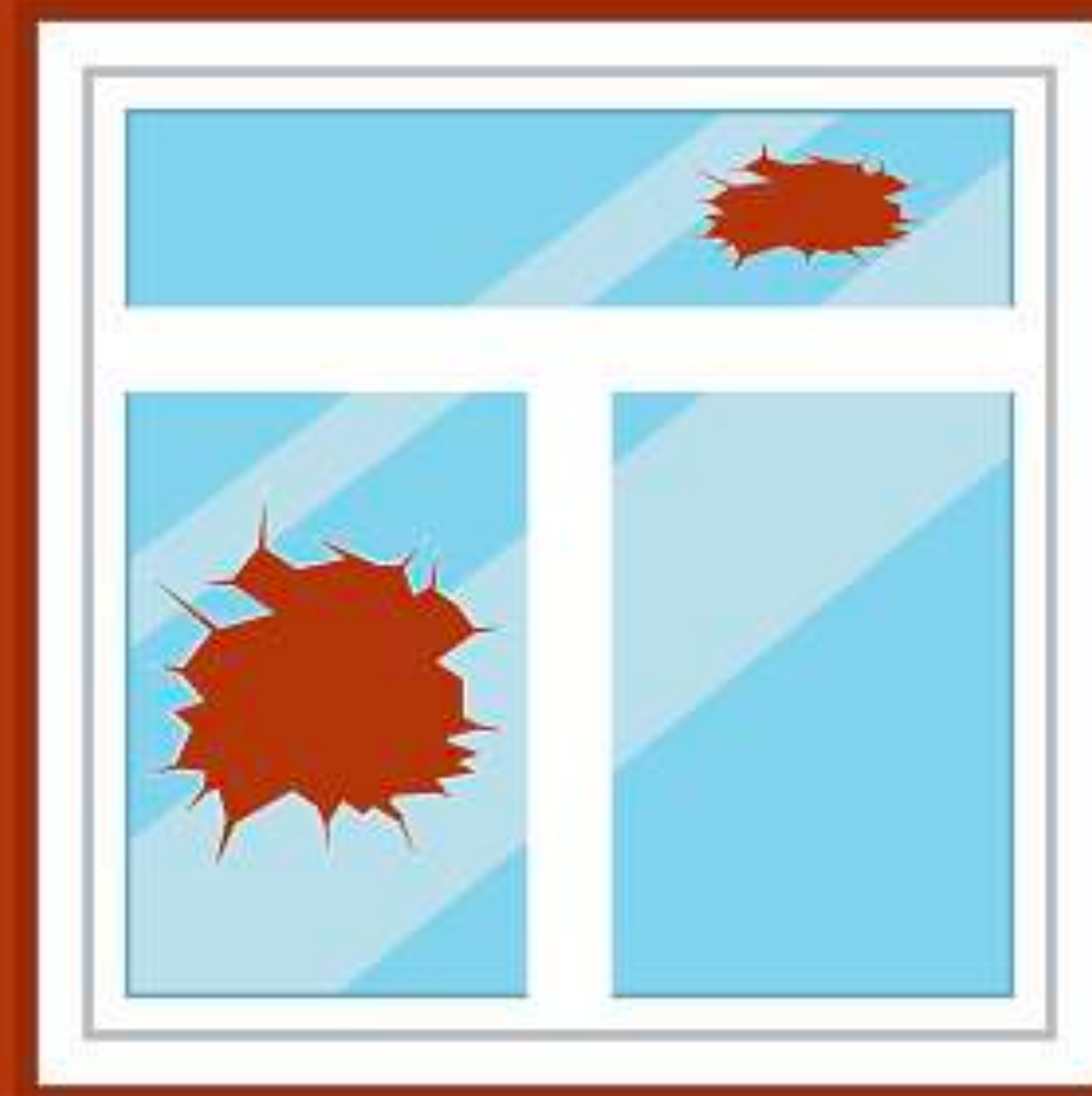
The Law of the Few

The Stickiness Factor

The Power of Context



The Broken Window Theory



The Good Samaritan Test

You are late

10%

You have time

63%



Go on and Tip something
for a greater cause!

Angie Peterson
INSIGHTS & INSPIRATIONS

Stay Informed. Stay In Front.