The International No. 1 Bestseller

The TIPPING POINT

HOW LITTLE THINGS CAN MAKE A BIG DIFFERENCE

MALCOLM GLADWELL
The million dollar question in PR:
how to get your message
to appeal to the masses.
The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.

Malcolm Gladwell
Agents of Change

Law of the Few

Stickiness Factor

Power of Context
Law of the Few

CONNECTOR connects people to each other

MAVEN connects people through sharing knowledge

SALESMAN uses knowledge to engage and persuade
Connectors

Connectors make six degrees of separation possible.

They have a massive network that spans many different “worlds”, and they’re quick to bridge the gap between these groups.
Mavens

Mavens are the information brokers, accumulating knowledge and sharing the inside scoop.

They are trusted experts in the field who seek to pass their knowledge to others
Sales(wo)men cannot be resisted. They are persuasive from the outside-in, meaning that their emotions or external gestures often shift the mood or internal decisions of those around them.
80/20 Principle
The Stickiness Factor

The Stickiness Factor is the belief that any message can be tipped simply by tinkering with the presentation of ideas. Package information in a simple way that can make it irresistible, under the right circumstances. The challenge is finding that set of circumstances.
Six Principles of Sticky Ideas

Made to Stick: Why Some Ideas Survive and Others Die
By: Chip Heath and Dan Heath

Principle 1. Simplicity
Principle 2. Unexpectedness
Principle 3. Concreteness
Principle 4. Credibility
Principle 5. Emotions
Principle 6. Stories
Mac vs. PC
Super.
That's how milk makes you feel. The calcium helps bones grow strong, so even if you're not from Krypton you can have bones of steel.

got milk?
The Power of Context

Epidemics are extremely sensitive to the conditions and circumstances in which they occur.
Are Our Personalities Fixed?

Which place looks safer?

If you see X, you’re more likely to do Y
Group Dynamics

A person can only have meaningful relationships with up to 150 people.

The Rule of 150 suggests that the size of a group matters.

In groups of less than 150 there can be interdependency, intimacy, and efficiency.

“In order to create one contagious movement, you often have to create many small movements first”
There are exceptional people out there who are capable of starting epidemics. All you have to do is find them.

Malcolm Gladwell