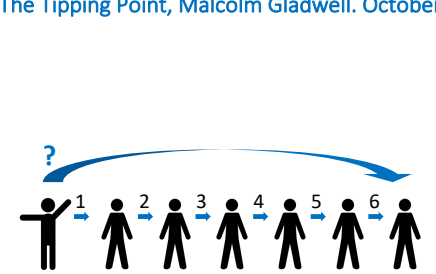


# QRC Tipping Point

Based on The Tipping Point, Malcolm Gladwell. October 2018, Henny Portman

“When we are trying to make an idea or attitude or product tip, we’re trying to change our audience in some small yet critical respect: we’re trying to infect them, sweep them up in our epidemic, convert them from hostility to acceptance.” That can be done through the three rules of epidemics: 1 + 2 + 3



Effect

The word of mouth is still the most important form of human communication.

The concept of six degrees of separation

**The law of the few:**

- Connectors (Bringing the world together. Know lots of people)
- Mavens (one who accumulates knowledge, problem solver, information broker)
- Salesmen (persuader)

The strength of the weak tie

Can start a big event or epidemic

80/20

1

Property of the message

Function of the messenger

Making a contagious message memorable

**The stickiness factor:**

- Sesame street
- Blue’s Clues
- Het educational virus

An advice must be practical and personal

If you can hold the attention, you can educate them

2

3

**The power of Context**

- More than just sensitive to change and the times and places in which they occur
- The Dunbar number (150)

**Broken window theory**  
An epidemic/event can be tipped, by tinkering with the smallest details of the immediate environment

The paradox of the epidemic: that in order to create one contagious movement, you often have to create many small movements first.

A tipping point) is:

- One dramatic point of critical mass, when unexpected becomes possible
- Water boils only till 99 degrees, at 100 degrees it changes its form to vapor
- Contagiousness, where small things bring big changes

