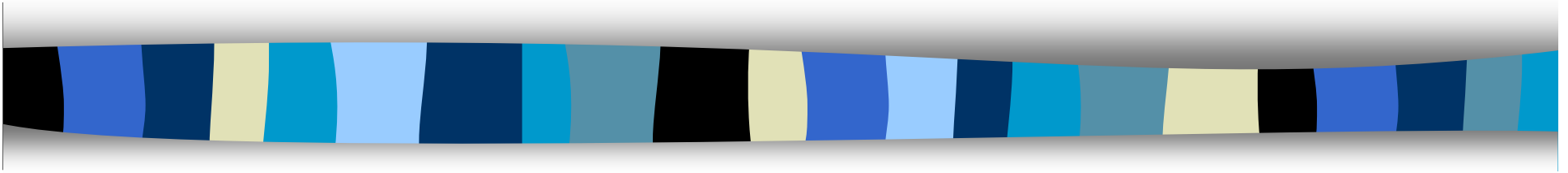


Influencing Change in a World of Connections: How Connectivity Changes the Rules



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Network Dynamics - Terms

- Networks, Internet, connectivity, integrated, interdependent
- Hierarchies, broadcast, fragmented, autonomous



Networks vs. Broadcast

- Not controllable
- Source of intelligence shifts to receiver
- Choice

New Skill needed: Active engagement

- A mindset of action
- Purposeful influencing



Everything is Connected

- Your value is based in your connection to the network
- Autonomy hurts you
- No more independent variables
- Emotions and information flow through networks
- Blurred boundaries



Change happens differently

- Attraction vs. push
- Nudge and wait
- Force creates resistance
- The system helps
- Tension resolution systems
- Significance precedes momentum
- Organic images of change
- Leaps and stalls (not incremental)



Images of Organic Change

- Wet sand – resistance and force
- Birds on a wire – fluctuations and change
- Yeast – the need for active ingredients
- Greenhouses – support and protection are sometimes needed at the beginning of change
- Gardening – pruning, diversity, beauty, whole view

Images of Organic Change

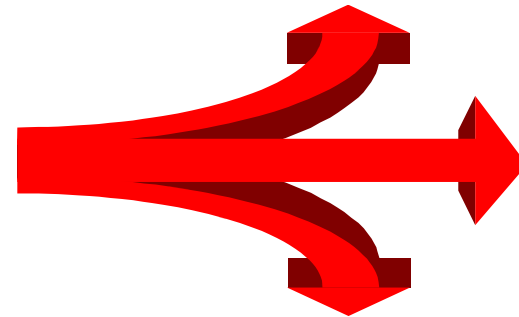


- Beneficial viruses – how change spreads through a networked system
- Suspense novels – dynamic tension resolution
- Weather systems – sensitive dependence on initial conditions
- Traffic jams – pacing the system



Change happens differently: Skills

- New ways of influencing change
- Identify points of leverage
- Diffusion of an innovation – Everett Rogers' work
- Implicit knowing



Triggering Change



- Find the early adopters
- Develop ways for people to connect and share information
- Be open to changing yourself
- Courage will arrive later passion drives involvement

Overwhelmed????

“To achieve greatness, start where you are, use what you have, do what you can.”

- Arthur Ashe.



Influencing Outward and Upward

**“And she said, come to the edge, and they said –
it’s too far.**

**And she said, come to the edge, and they said – it’s
too high.**

**And she said, come to the edge, and they did, and
she pushed, and they flew!”**

