

2004/2005 Leadership Series[®]

SEVEN days in Denver...

EXECUTIVE
FORUM

Influence

Malcolm Gladwell • March 2, 2005 • 8:30 - 11:30 a.m.

The Tipping Point: How Little Things Can Make a Big Difference

With his breakthrough concept of “the tipping point,” Malcolm Gladwell gives us some handles for managing how things change. Malcolm describes how ideas and trends start and spread, and offers tools for giving them some direction. His goal is to show people how to ignite, steer, and/or sustain their own change or trend, whether it’s a business trend, or a social, political, or technological transformation. Understanding trends is valuable to anyone that has a stake in shaping the future or influencing human behavior, from businesses spreading the word about their product, to anyone trying to create a change with limited resources.



SPEAKER BACKGROUND

- Staff writer for *The New Yorker*
- Former science and medicine writer for *The Washington Post*
- Nominated for a National Magazine Award
- Has spoken to hundreds of business and civic groups on how they can use *The Tipping Point* in their own organization

LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

ALIGNING THE ORGANIZATION

- Strategic Agility: Sees ahead clearly. Articulates future consequences and trends accurately. Is future oriented.
- Vision and Purpose: Talks beyond today. Talks about possibilities. Makes the vision sharable by everyone. Understands how little changes can have big effects. Understands the characteristics of the “tipping point.”

PEOPLE LEADERSHIP

- Understanding Others: Understands why groups do what they do. Picks up the sense of the group in terms of positions, intentions, and needs. Predicts what groups will do across different situations.

PROBLEM SOLVING

- Creativity and Innovation: Comes up with many new and unique ideas. Easily makes connections among previously unrelated notions. Tends to be seen as original and value added in brainstorming settings. Is good at bringing the creative ideas of others to market. Has good judgment about which creative ideas and suggestions work. Projects how potential ideas may play out in the marketplace.
- Decision Quality: Makes good decisions based upon mixture of analysis, wisdom, experience, and judgment. Deals with concepts and complexity comfortably.

STRATEGIC ORIENTATION

- Dealing with Ambiguity and Paradox: Copes effectively with change. Decides and acts without having the total picture. Comfortably handles risk and uncertainty. Combines seeming opposites.

SEVEN
days in Denver...

...that will challenge your thinking.

EXECUTIVE FORUM • Advance Intelligence • www .executiveforum.net • 303-796-0444