MGT 200: Organizational Behavior and Theory

Spotlight on Tipping Points

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UC RIVERSIDE

Overview

- Discuss tipping points and s-shaped diffusion curve
- Law of the few
- Stickiness
- Power of context

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Tipping points

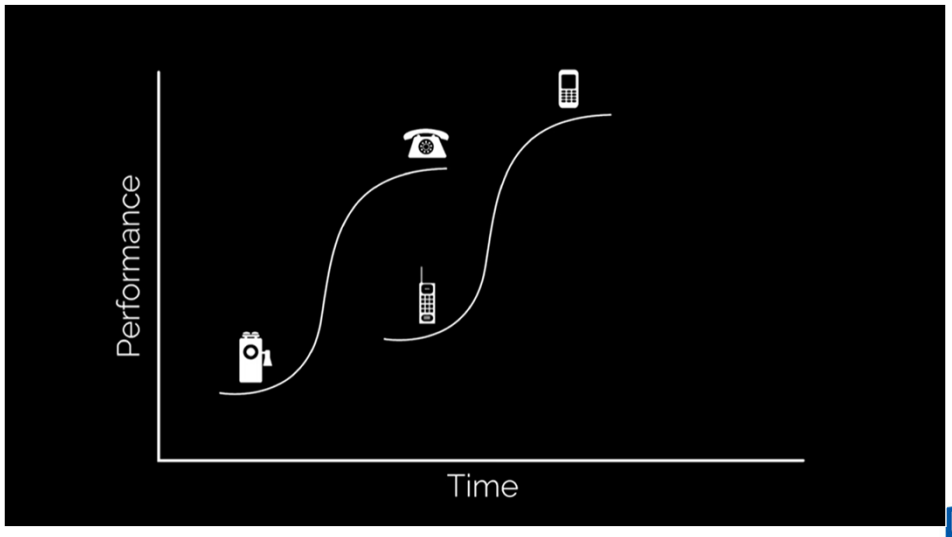
"The tipping point is that magic moment when an idea, trend or social behavior crosses a threshold, tips and spreads like wildfire"

-Malcolm Gladwell



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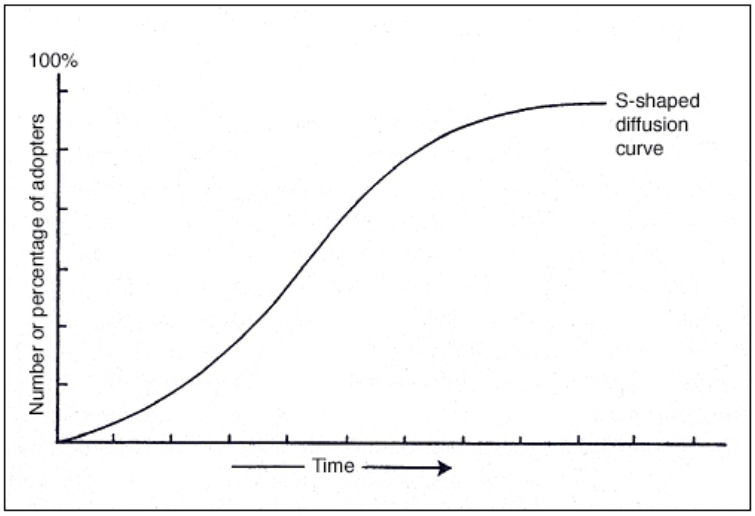
Technology and the S-curve



Source: Nader Sabbaghian, 2018

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S-Shaped Diffusion Curve



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Hush Puppies and the S-Curve









From 30,000 shoes sold in 1994 to almost 2 million by 1997

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1. Law of the Few



Connector



Maven



Salesperson

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2. Stickiness Factor



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3. Power of context



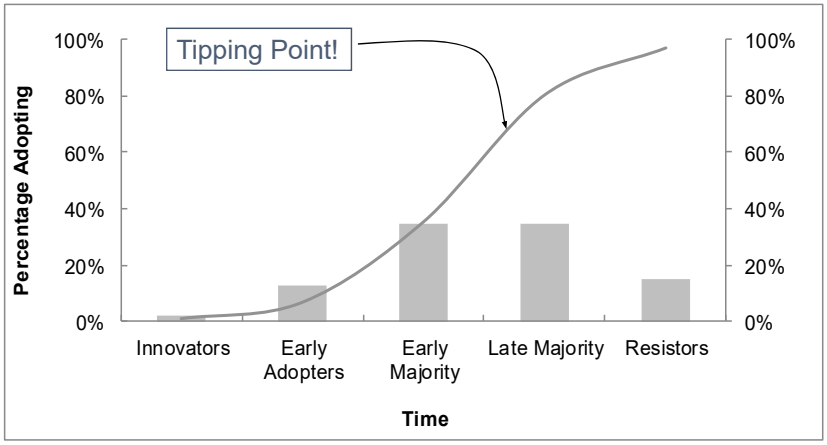




- Broken Windows theory
  - NY initiative to keep NY clean. Painted over graffiti, cracked down on infractions such as littering
  - Gladwell: improvement in the environment helped lead to tipping point that reduced crime
  - Take-away: change the context to alter behavior rather than arrest

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Tipping point and Individual Roles



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How do you respond to change?

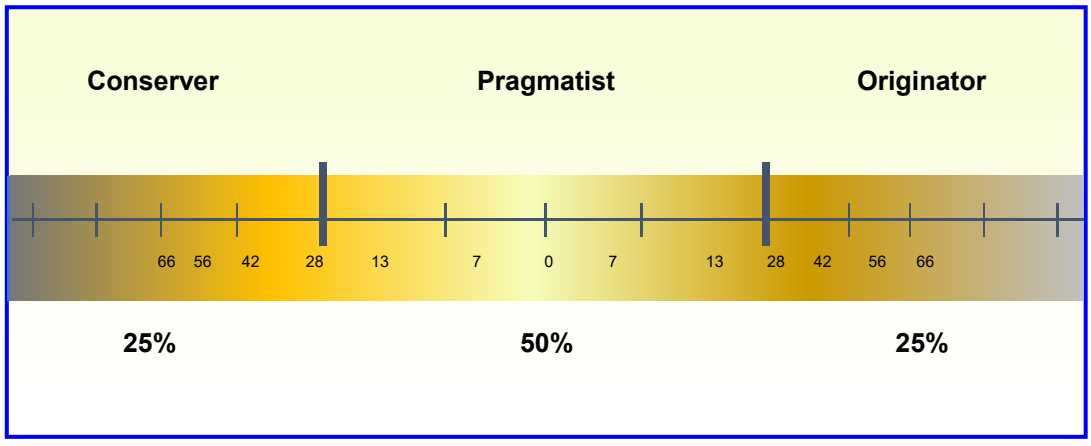






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Change Style Continuum



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Change Style Preference

Conservers	Pragmatists	Originators
Accept the structure	Explore the structure	Challenge the structure
Prefer change that is incremental	Prefer change that is functional	Prefer change that is expansive
Evolutionary	Situational	Revolutionary

Aiding others through the change process

Conservers	Pragmatists	Originators
• Know the details. • Don't start by presenting the big picture. • Pick one angle and build from there. • Present a minimum of information and ask what else is needed. • Let them guide you with what they need to know. • Ask about anticipated obstacles.	• Speak in terms of outcomes. • Talk about the consequences. • Ask for recommendations. • Talk about timelines. • Ask who's input is needed.	• Think in the future. • Ask what they would like to see happen. • Ask for ideas. • Ask what's effective in the current system (status quo) that they would not want to change. • Talk about the connection between the change and future effectiveness. • Give details as they are requested.

Take-aways

- Factors that take ideas or products from the ordinary to the extraordinary
  - Law of the few
  - Stickiness
  - Power of context
- Different types of individual change styles and how they relate to the change process

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