How small things are promising to make a big difference ...

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How small things are promising to make a big difference...
THE TIPPING POINT
How little things can make a big difference
BY MALCOLM GLADWELL
Create a

**POSITIVE EPIDEMIC**

Gladwell’s messages...

1. **The Law of the Few:** Connectors, Mavens, Salespeople

2. **The Stickiness Factor**

3. **The Power of Context**
COMMUNICATION!

Creating a “Stickier” Message

The value of Capitol Forum

The purpose of education is not either knowledge and skill acquisition or citizenship development. We need both. Capitol Forum can deliver both.
Coordinating CADRE

Connectors
Mavens
Salespeople

Our Washington Cadre

Carol  Teacher outreach and recruitment
Linda  Coalition building and leadership
Michele Finance and fundraising
Jim    Curriculum applications and forum facilitation
James  Legislative liaison
Liz    Media liaison
POINTS TO PONDER

How do we make Capitol Forum integral rather than extra?

How do we serve the greatest number of students?

What does “it” look like if Capitol Forum has successfully “tipped”?

Is there such a thing as too much money for Capitol Forum?