



Pushing the Limits of Strategy Suggested Reading and Discussion Questions

What do we do when we feel overwhelmed? Where do we go when we can't see a place to turn? Communities are strategizing imaginative ways to find resources for creative solutions. This theme encourages your group to explore the concept of STRATEGY in solving long-term challenges such as climate change, armed conflict, or homelessness.

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

Malcolm Gladwell, Nonfiction. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas.

- *The Tipping Point* is that magic moment when an idea, trend or social behavior crosses a threshold, tips, and spreads like wildfire. At what point does it become obvious that something has reached a boiling point and is about to tip?
- Sesame Street was an example of how an agent of infection (television) was able to infect a positive virus (literacy). What are some other examples of sticky messages that aren't as beneficial in culture?
- Have we reached some tipping points in the debate around climate change? What are they? What are some climate change ideas that have not yet hit a tipping point?

