

Name _____

The Tipping Point Discussion Questions English 4

Introduction

1. What was the point Gladwell makes with the Hush Puppy story?
2. List the principles of change and epidemics.
3. Talk about critical mass and boiling point.

Chapter 1

1. Explain the “law of the few”/Winston Slogan.
2. Describe what the author means by the “stickiness factor.”
3. In your own words, describe what the author means by “the power of context.”
4. How would you relate “the law of the few” to a transition management team?
5. How would you relate “stickiness factor” to the 4 P’s in Managing Transitions?
6. How would you tie good or bad economic times to “the power of context”?
7. What is the 80/20 rule?

Chapter 2

1. What is the most important form of communication? How does communication relate to the broader issues of change management?
2. What are the characteristics of a “connector”?
3. What does the author mean when he says “weak ties” are more important than strong ties?
4. As a leader (in school or work), how could you use connectors and weak ties to help promote a successful change?
5. What are “mavens”? Describe their behavioral traits.
6. According to your author, what does a salesperson actually sell?
7. What role can the organization’s sales people play in an organizational change?

Chapter 3

1. What does Gladwell mean by clutter? What does he mean when he says our society has a clutter problem? How does clutter, as defined by Gladwell, effect change efforts in our organizations?
2. What did the research conducted around Sesame Street and Blues Clues, say about the “stickiness factor”?
3. What is the story behind Levanthal’s Tetanus shot?
4. What is the James Earl Jones effect?

Chapter 4

1. What does the “broken window theory” predict about people?
2. What does Gladwell say about the relationship between a person’s character and their environment? Do you agree or disagree? Why?
3. Can an epidemic be reversed? How?

4. How does character interact with surroundings? Does this mean that if we can control our surroundings, we can control our character?

Chapter 5

1. What is the Wells' Ya-Ya Sisterhood? What implication does it have as related to organizational change?
2. What is the rule of 150?
3. What is the implication of the 150 rule to organizations and people in general?
4. Address the roles of groups, peer pressure, and social norms. How does this help when working through organizational change?

Chapter 6

1. Describe
 - a. Innovators
 - b. Early adoptors
 - c. Early and late majority
 - d. Laggards
2. Match the characters of *Who Moved My Cheese* to the above categories.
3. Who is Gordon Alport?
4. What are three ways that Alport says rumors are distorted?
5. Knowing that humans "package and reformulate" information, what does Gladwell say about the roles of Mavens, Connectors, and Salespeople?

Chapter 7

1. In Gladwell's discussion of teen smoking, he makes a distinction between contagious and stickiness to almost all change efforts. What is the difference? (p. 234)

Chapter 8

1. What are the lessons you take away from *The Tipping Point*?
2. What information will help you in your school career or relationships with others?