## LEVERS FOR EXPANDING IMPACT

Starting Point (Today)

## AWARENESS-RAISING METHODS

- PUBLICATIONS
- TRAININGS
- CONFERENCES
- WEBSITES
- APPS
- EARNED MEDIA
- SOCIAL MEDIA
- THUNDERCLAPS
- MEET-UPS
- PODCASTS
- EDITORIALS
- SPEECHES
- MOOC'S
- BLOGS
- LIT DROPS
- CANVASSING

## WILL-BUILDING METHODS

- 1-1 CONNECTION AND RELATIONSHIPS
- SOCIAL REFERENCING
- EMPATHY
- RECOGNITION
- COMPELLING EVIDENCE
- MEANING/INSPIRATION
- FUN
- AUTONMONY
- INVITATION TO JOIN
- SOMETHING BIG/HISTORIC
- COLLABORATION
- COMPETITION
- CAREER ADVANCEMENT
- PAYMENT
- POLICY
- TRANSPARENCY
- REGULATION
- PUNISHMENT
- DISCONTENT

## BEHAVIOR-CHANGE METHODS

Expanded
Impact
(Future)

- COLLABORATIVES
- NETWORKED IMPROVEMENT COMMUNITIES
- CAMPAIGNS
- EXTENSION AGENTS
- FRANCHISING
- GAMIFICATION
- INNOVATION CHALLENGES
- GRASSROOTS ORGANIZING
- "WEDGE AND SPREAD"
- NETWORK RIDING
- EXCHANGES
- COMMERCIALIZATION
- POLITICAL ADVOCACY
- 90 DAY PROJECT
- SPRINT
- FISHBOWL
- 100 DAY CHALLENGE
- SHAREHOLDER ACTIVISM
- PARTICIPATORY GRANT MAKING
- SCALED EMERGENCY RESPONSE
- RELATIONAL ORGANIZING