



SAPCA



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Review of Borders Workshop Event

The Tipping Point *How Little Things Can Make A Big Difference!*

Presented by:

Angela Woodrow
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January 17, 2008

Presenter Angela Woodrow took the very meaty book *The Tipping Point* and broke it down into bite size bite size pieces for the audience to enjoy and ponder. The author, Malcolm Gladwell, offers compelling ideas and theories to explore. Angela Woodrow presented the information in an engaging and energetic way that highlighted the key points of his *theory of epidemics...* and how it can be used strategically to create a word-of-mouth branding epidemic for your business, product, service, or cause.

Using the "phone book exercise" (modified with actual San Antonio listings), Angela helped the participants identify the strength of their "connector skills". She also used well-sited stories and examples from the text to demonstrate *the maven* and *salesman* concepts of the theory. The group, though small in number, had a mighty discussion around *the broken window theory* and how to create a venue of communication opportunity for information and education around their cause or brand.

Storyteller, coach, and advocate for hands on learning, Angela's ability to engage, explore questions and really ask the partici-

pants to "think outside the box" made the evening presentation go quickly. Participants said, "Angela made the book interesting, she shared terms and concepts that I was unfamiliar with in such a way that helped me grasp the ideas—the book felt much more accessible to me." Another participant reflected, "I really enjoy coming to these events. I get to have conversation with individuals who are reading things I am curious about. I love the exchange of ideas that happens here."

The Tipping Point book review and conversation caused the participants to think and look at things from different angles. The challenge set by the coach-facilitator during the evening was to identify in your circle of influence your *connector*, your *maven* and your *salesman*, and how can you help them help you spread the word about your business, your service, and/or product, so that you create a "word of mouth branding epidemic". It is the best and most cost effective way to get to the tipping point on anything.