



# Tipping Point Leadership

*How Little Things  
Can Make a Big Difference*

## **Tipping Point Leadership**

Techniques for executing innovating strategies fast and at low cost  
1-day workshop



*“... There is something in all of us that feels that true answers to problems have to be comprehensive, that there is virtue in the dogged and indiscriminate application of effort, that slow and steady should win the race. The problem, of course, is that the indiscriminate application of effort is something that is not always possible.”*

Malcolm Gladwell

## Tipping Point Leadership Workshop

**Tipping Point Leadership** is the application of Tipping Point to management. Tipping Point challenges some of our basic assumptions about the world, and more specifically about how we perceive events happening. Translated into business, Tipping Point Leadership is the quest for creating change in an organization efficiently, fast and with minimum resources.

Course duration: 1 day

Target group: senior and middle management

### Summary

This workshop provides participants with an **introduction to the Tipping Point Leadership** theory and concepts. The participants will learn from case studies and interactive exercises how to get through the organizational hurdles of bringing change in an organization fast and at lower cost.

Tipping Point Leadership is one of the **Blue Ocean Strategy execution principles**, next to Fair Process, both addressing the organization risk and the management risk of executing a strategy.

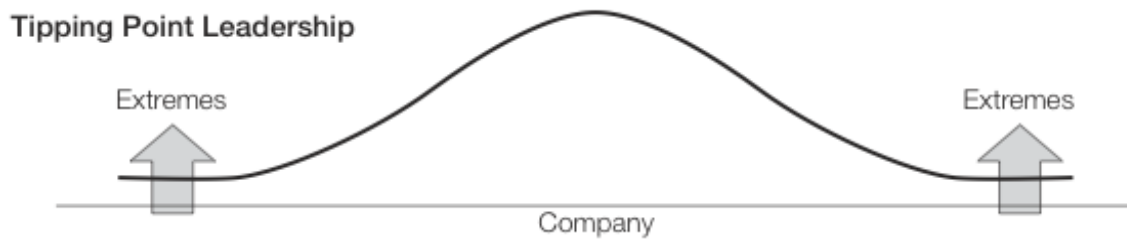
### Training Objectives

- Understand the potential **barriers to strategy execution**
- Anticipate the likely organizational consequences and **preparing for change**
- Explore different techniques that can help to **implement a strategy more quickly, even within constraints of limited budget and resources**, by acting on disproportionate factors of influence

### Training Format

The 1-day workshop is structured into 4 working sessions, containing:

- Presentations of the Tipping Point Leadership **concepts**
- **Case studies** (including video cases), such as Bill Bratton and NYC crime reduction, RED
- **Exercises** for assessing current leadership styles and for planning strategy execution activities based on the Tipping Point Principles



## Course Outline

- The importance of strategy execution
- Minimizing organizational risks by overcoming key hurdles
  - Applying Tipping Point Leadership to execute strategy fast while conserving resources
    - Exercise 1: Breaking the status quo
    - Exercise 2: Mechanisms to allocate resources
    - Exercise 3: Motivating actors toward change
    - Exercise 4: Countering political roadblocks
  - Minimizing management risks by building execution into strategy
    - Applying Fair Process to create a culture of trust and commitment

## About Us

**Six Paths Consulting** is a strategy and innovation consulting firm that helps companies **grow profitably**. We collaborate with our clients to build innovation capabilities, devise growth strategies, create better products and services and reinvent business models. For more information, please visit <http://sixpathsconsulting.com>

### The facilitator

**Ioan Carpus** is the Founder and Managing Partner of Six Paths Consulting. Ioan's expertise is strategy and innovation, helping companies pursue organic growth by optimizing their portfolio strategy and by innovating with them to create profitable business models, appealing products and services and amazing customer experiences. The second pillar is organisation, enabling companies to innovate systematically to stay ahead of the game, by strengthening their innovation capabilities and by driving culture change. Recent clients include Heineken, AstraZeneca, Bridgestone, Goodrich, Money Supermarket, Eurocontrol and Materialise.

Prior to this, Ioan was Senior Fellow at Malaysia Blue Ocean Strategy Institute, an advisory body to the Malaysian government, where he worked with Prof. W. Chan Kim, the author of Blue Ocean Strategy.

Ioan has an MBA from INSEAD (France / Singapore) and an LLB from the Al. I. Cuza University. He is a Blue Ocean Strategy certified practitioner by the INSEAD Blue Ocean Strategy Institute.