YOUR GUIDE TO CHANGING THE BEHAVIOR OF AN ORGANIZATION

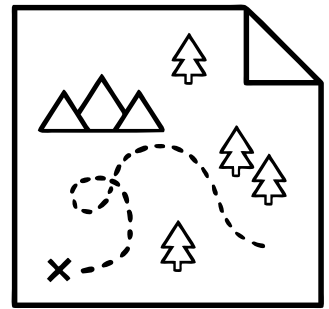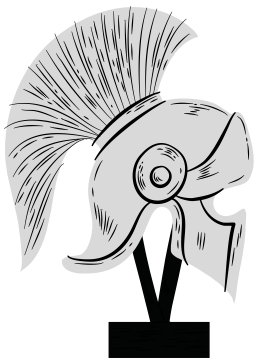**1** IDENTIFY MVP STORY FOR WHY CHANGE IS NEEDED

2 MAP THE NETWORK
1) Identify the hubs
2) Identify the communities
3) Identify the bridges
   - Create a persona for each one
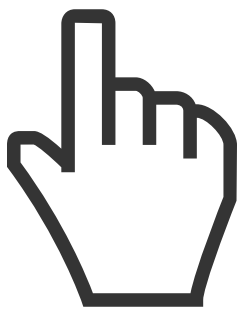   - Identify a messenger for each one

3 DEVELOP AN ARTIFACT
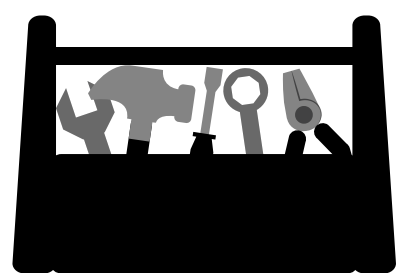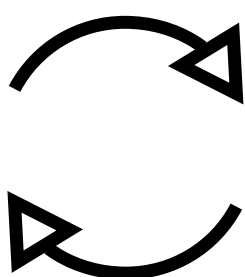
4 DEVELOP A SOCIAL AND PHYSICAL RITUAL

5 DEVELOP/ DESIGN AN APPROPRIATE NUDGE FOR THE BEHAVIOR CHANGE

6 DEVELOP TOOLS, PROCESSES AND STRATEGIES FOR CHANGING TARGET INDIVIDUAL BEHAVIOR

7 APPLY AGILE INNOVATION AND AGILE IMPLEMENTATION

8 DESIGN AND PLACE DIFFERENT LENS ON YOUR EYES
Lens 1: Complex Adaptive System
Lens 2: System 1 and System 2
Lens 3: Network Science