Creating Infectious Action
A Hodge-Podge of Evidence-Based Methods

Opening Thought: Have a good idea is great, but isn’t enough. Examples: Edison, Darwin, Jobs, and our David Kelley.

Note: We have a little library

1. Express a strong feeling or action, and use ALL the parts of your body – posture, facial expression, voice tone.
   Research: Emotional contagion and social comparison
   Example: Asshole poisoning and elevator behavior

2. Make it acceptable or cool to try an addictive substance or action, get people hooked – boom, you have an industry.
   Research: physiology of addiction and marketing
   Examples: Tobacco industry and Starbucks

3. Do people small favors; ask them to spread your idea in return.
   Research: “The norm of reciprocity”
   Example: Cults, political campaigns, all of life.

4. Kiss-up. Use false flattery. Be beautiful or handsome
   Research: Liking
   Example: Andy Hargadon

5. Make something scarce and a lot of work to get
   Research: scarcity and psychology of commitment
   Example: CIA?

6. Find someone famous or renowned to endorse and sell your idea
   Research: “Authority” “Expertise”
   Example: Tiger Woods, Lance Armstrong as spokespersons

7. Find a vivid or infamous bad example, use as a cautionary tale to demonstrate how NOT to behave
   Research: Deviance and normative crystallization
   Examples: littering research and “the one asshole” rule

8. Do something shocking or radically different (perhaps unlawful), and then when people get to know you, show how you are really a lot like them.
   Research: Social movement organizations, successful deviants
9. If you do something old, make it seem new. If you do something new, make it seem old
   Research” Tension between familiarity and novelty – people like familiar things but get bored with them!
   Examples: Crest whitestrips vs. new improved tide. Electric lighting. Original mac desktop.

10. Figure out everyone you are attached to, and start asking them for favors, start doing them favors, and then tell them about your idea.
   Research: Social networks
   Example: Stanford fundraising

11. Look for separate networks that you are already attached to (or could be attached to) that are otherwise unlinked and serve as the “bridge” “broker” or “connector” between these otherwise disconnected worlds.
   Research: “Knowledge Brokers”
   Example: Tsedal, hip-hop, and the d.school, IDEO, management consulting firms.

12. Be cool
   Research: ?
   Examples: iPod, Bono, Elvis (once), design thinking (for a moment).