

Tipping Points

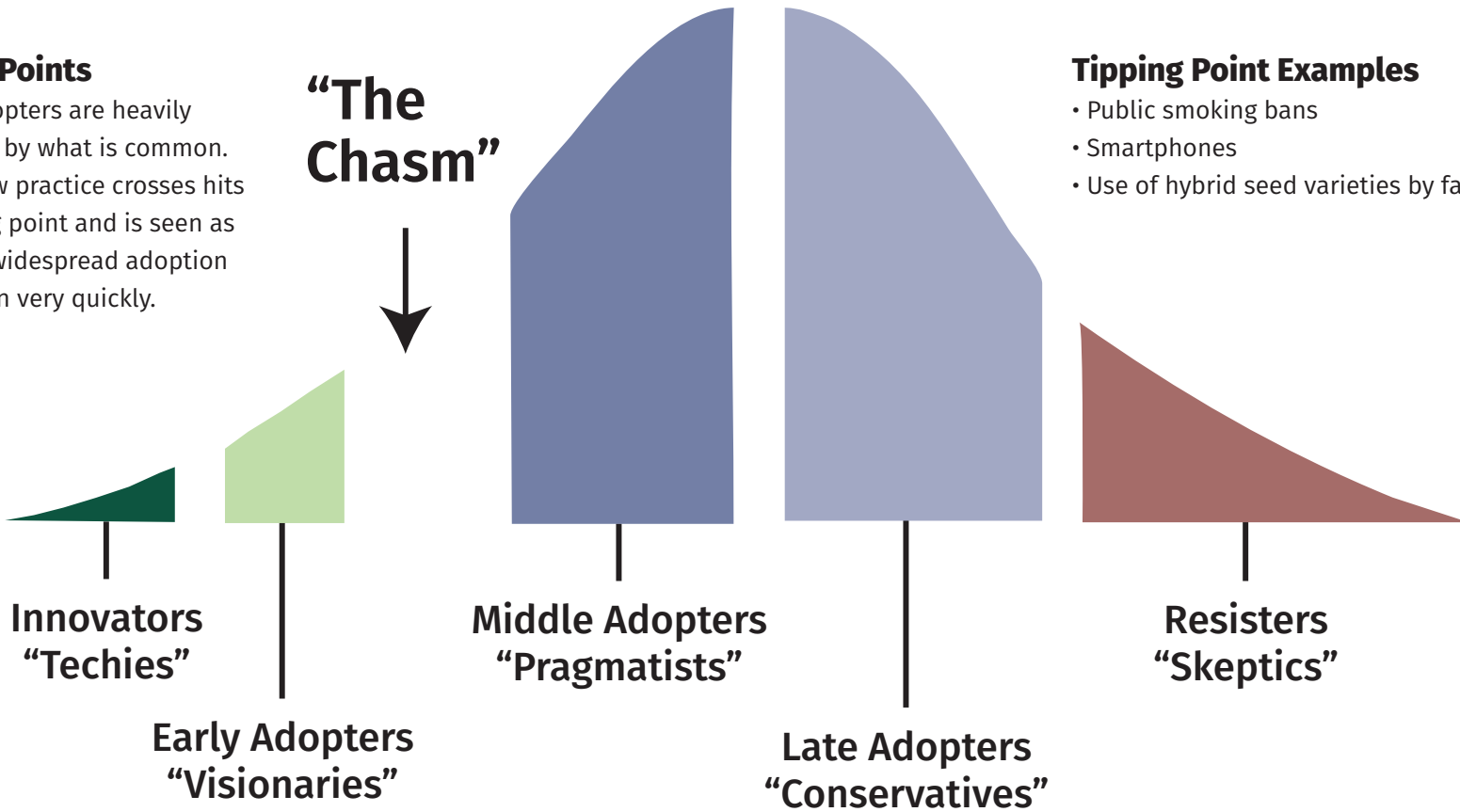
The Key to Widespread Practice Adoption



Tipping Points

Middle adopters are heavily influenced by what is common. Once a new practice crosses the tipping point and is seen as common, widespread adoption can happen very quickly.

“The Chasm”



Tipping Point Examples

- Public smoking bans
- Smartphones
- Use of hybrid seed varieties by farmers

From *Crossing the Chasm*, by Geoffrey Moore