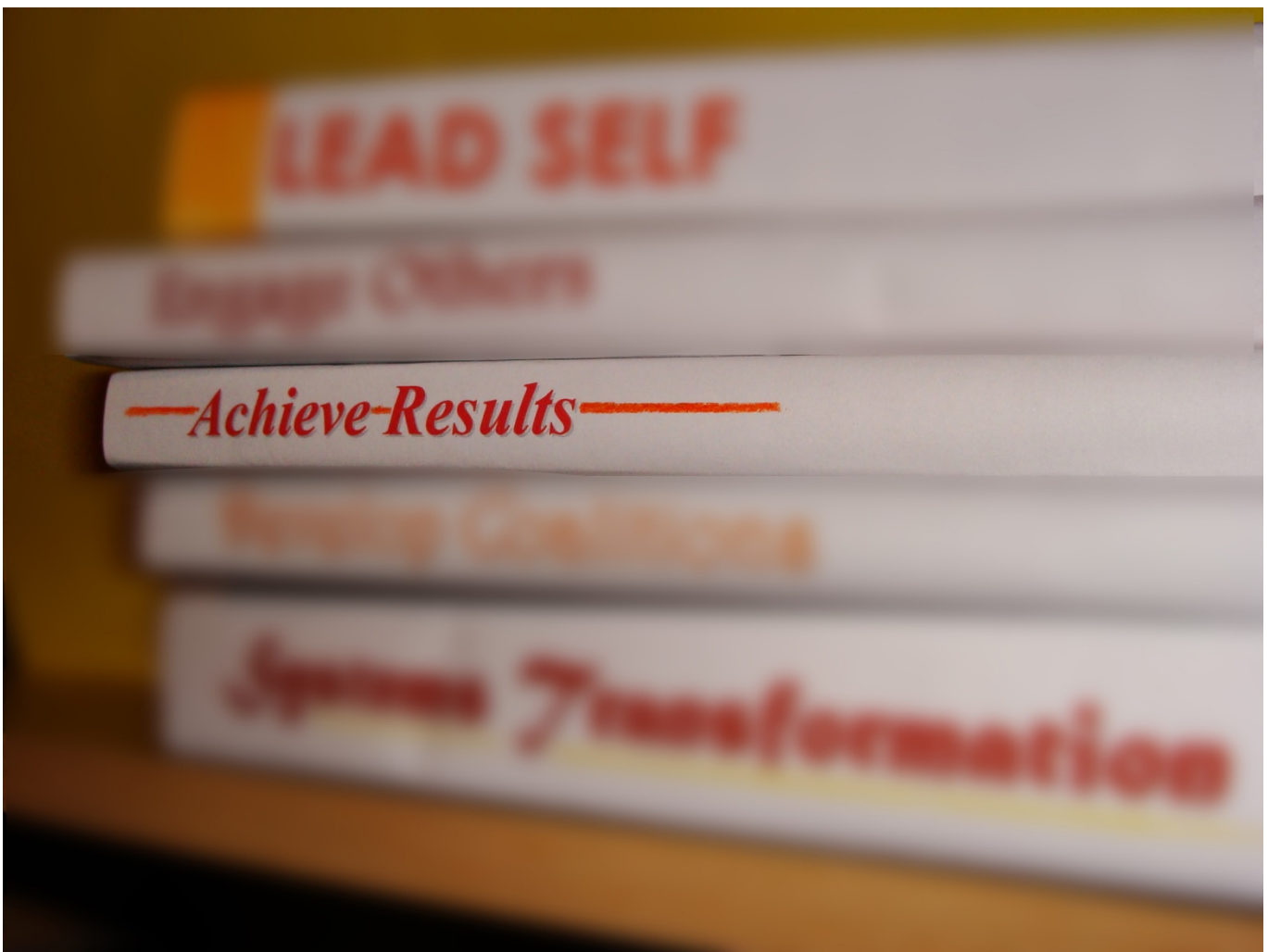


Achieve Results (Byte 11)

Take Action to Implement Direction

Leaders are more effective if they can get things done. Potential and energy in an organization can be unleashed by aligning others' actions with organizational values and understanding the diversity of talent needed to create a bias toward action.



ACHIEVE RESULTS (Byte 11)

E-mail Question: “Do executive leaders need different types of leaders to bring about profound action?”



Malcolm Gladwell (2000), in speaking about change, points out the unstoppable power of momentum in his book *The Tipping Point*. Health practitioners are well acquainted with the terms epidemic and contagion. Gladwell contends that the success of any kind of social epidemic with sweeping contagious changes depends on the involvement of people with a particular and rare set of social skills. He categorizes these people as “Connectors, Mavens and Salesmen”. Within these acknowledged roles people can move into coordinated patterns of action, sometimes without the artificial and tedious process of making an action plan. They can start to act in an aligned way toward the common purpose and the action and movement starts a domino affect leading to dramatic change.

Gladwell, M. (2000). *The Tipping Point: How Little Things Can Make a Big Difference*. Boston: Little, Brown and Company:
www.gladwell.com/tippingpoint/index.html

www.youtube.com/watch?v=JinnukLCbM

