



POWER OF THE CROWD

DRIVING POSITIVE CHANGE

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Connect Hospitality Strategies

How to start a movement



What is the Power of the Crowd?

Peer Pressure

noun 1. social pressure by members of one's peer group to take a certain action, adopt certain values, or otherwise conform in order to be accepted.



The Pet Rock

The Pet Rock was a craze in 1975
An overnight sensation
1.5 million units were sold for \$4
each

Madness & Folly



Think Pair Share

Turn to a partner and share with them a time when you experienced peer pressure.

- Where was it? Work, with friends, on a committee
- What was the outcome?
- What is positive or negative?
- How did it make you feel?

6 Steps to Harness the Power of the Crowd

Step 1 - Identify what it is that you would like to change, innovate, improve.

Step 2 - Observe the 'leaders' in the organization. Identify your first follower (s)

Step 3 - Seek to understand the team's motivators.

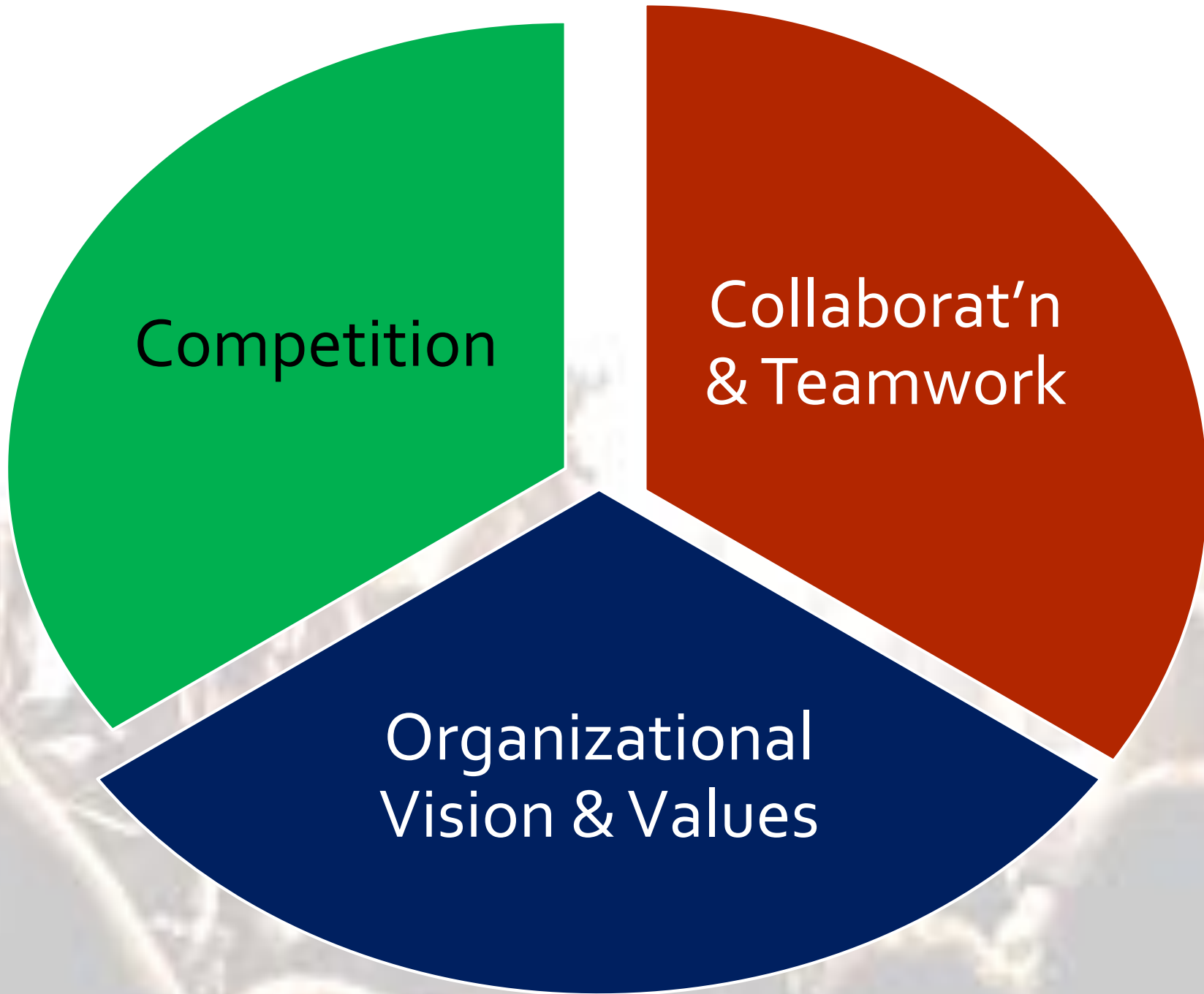
- Teamwork & Collaboration
- Competition
- Organizational Vision & Values

Step 4 – Communicate – email, team meetings, social media, F2F

Step 5 - Ask questions. Get feedback. Understand systemic road blocks.

Step 6 - Celebrate success through statistics, measurable results, industry comparison.

Step 3 MOTIVATORS



Harness the Power of the Crowd

One Minute Reflection

For best results in driving positive change, **which** of the 3 motivators would you recommend that your students should focus their attention?

Why?

Share at your table

Wrap Up

Power of the Crowd
Driving Positive Change

