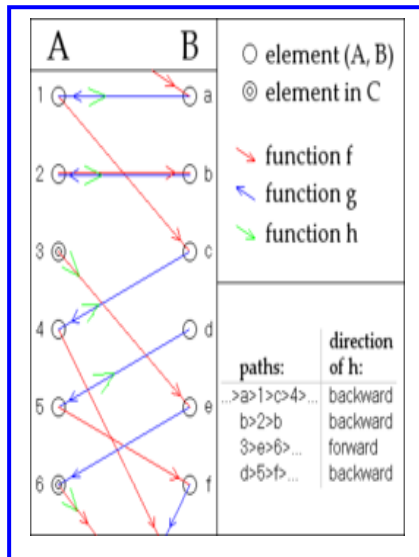


## Little Actions Can Have Big Results

This is an optimistic viewpoint that your efforts can have big results, and is based on Malcolm Gladwell's book "The Tipping Point." Gladwell studies the dynamics of epidemics to see what makes them spread so fast and so far. He then uses those dynamics to show that with the right combination of people, positive things can move in the same way.



This is not about immediate results, like buying a lottery ticket and winning \$1 million. My take is that this positive viewpoint is more like the mathematical "Transitive Law," where "If A = B, and B = C, then A = C." This means that you only need the first small step in order for other small steps to take off. My optimism comes from knowing that the first small step may be easy, and seemingly insignificant, but the ultimate goal that I envision is possible, with only small and logical next steps needing to happen.

Read my chapter for this great example. When the Mets and the Yankees landed in the "Subway Series" for the first time, I wrote a letter addressed to both managers urging that at the end of the series the teams should line up and shake hands. Our national pastime and they don't shake hands! Every other sport does it but baseball! My friends thought I was nuts, but the letter took me just 30 minutes to write - a small first step "A." They didn't know that I envisioned this step igniting many other small steps to where world peace is created in step "Z." Even so, I would have settled for step "G" where I get front row tickets to the games!