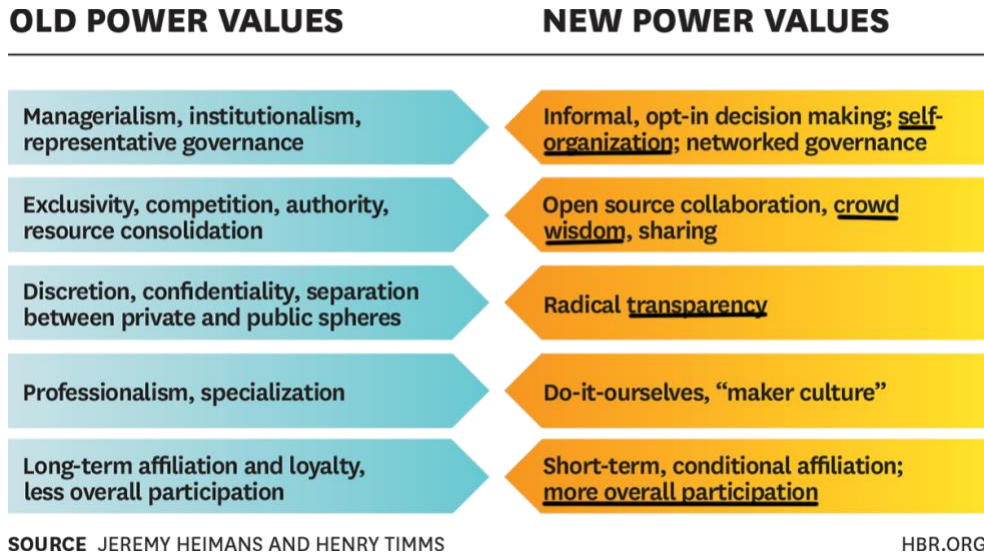


BUILD A NEW POWER BRAND

How power works in our hyperconnected world, and how to make it work for you.



NEW POWER COMPASS:

- CO-OPTER → New power models that live out old power values. Example- Facebook
- CASTLES → Old power model with old power values. Example- NSA
- CROWDS → Highly decentralized, lacking an organizational owner. Example- Black Lives Matter
- CHEERLEADERS → Old power models with new power values. Example-Patagonia



BUILD YOUR MOVEMENT:

- How would you build your New Power brand?

ADDITIONAL RESOURCES:

- *New Power* by Jeremy Heimans, Henry Timms

OWNERLESS BRANDS & ELIMINATING FRICTION

It's not just about a Facebook Post. It's more than just developing a social media presence.

HOW IDEAS SPREAD & STICK IN NEW POWER:



Actionable. Connected. Extensible.

A → ACTIONABLE

- Is the idea designed to make you do something?
- “Creating actionable ideas is about more than trolling for likes.”
- EXAMPLE: BuzzFeed. Its primary goal is not that its content be read but that it is shared.



C → CONNECTED

- Does this idea promote peer to peer connection?
- A big idea is made stronger if it is designed to pass between small groups of friends.
- EXAMPLE: Facebook Voting Experiment



E → EXTENSIBLE

- Can this idea be easily customized?
- Making an idea extensible allows for people to take action at the same time with the same intention.
- EXAMPLE: #givingtuesday



BUILD YOUR MOVEMENT:

- Make your movement accessible and customizable.
