

we try to create change every day

what do we do everyday?

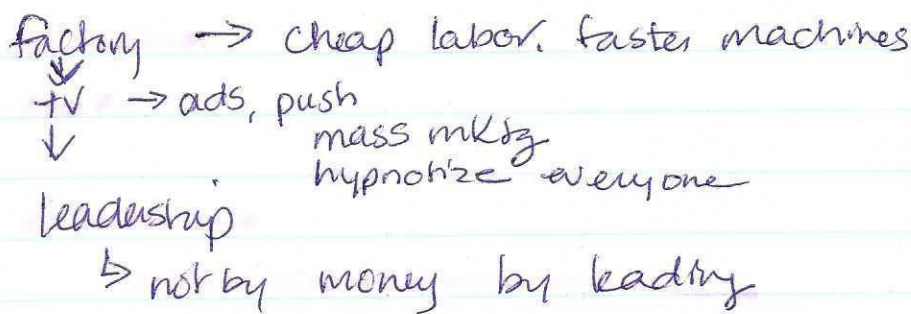
we try to change everything
big important change

San Francisco - Nathan - Stony
- SPCA - kill animals - couldn't stand it - no kill city
- NYC, North Carolina, Reno.

a spreading of ideas

- ideas
- spreading an ideas.
- light bulbs, smash it, indicates change from before → after

process has changed



TRIBES

Tribes are what matter now
leading & connecting people.

From the ways things used to be done, Now connecting people, creating TRIBES and leading people with a common interest and goal can create great change. Be a leader!

always been spiritual work community tribes.

now internet connecting like people

tribes can change our world they want to connect



becomes a movement

Al Gore

↳ created a mode

not a mass thing

find the true believers

Beatles needed create teenagers, they just led them.

heretics - this will not stand

"the status quo" no longer

sheepwalker

Tribes can change our world

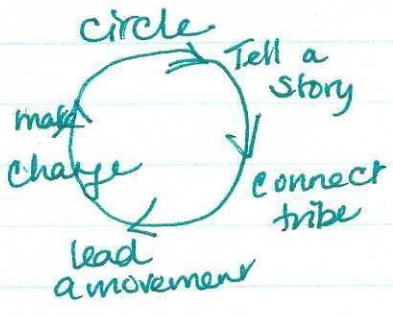
→ want connection



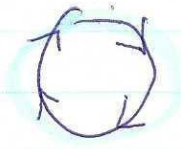
become a movement create change

true believers

rebels who don't want the status quo to stand - must change



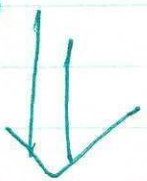
Tell a story → Connect a Tribe →
lead a movement → make change



3 Questions:

- ① Who exactly are you upsetting?
- ② Who are you connecting?
- ③ Who are you connecting?

3 questions



Change comes

Toms shoes - buy one a pair given.
- product that tells a story

you can be the leader
- seize it

you don't need permission for leadership

- see the challenge
- build the culture
- be curious
- connect tribe
- commit

what leaders do/have

- Challenge
- Culture - build
- curiosity
- connect - people want to be missed
- Commit - being a leader gives you charisma

- go out there
+ create a
movement now

create a movement
- just start
- Only takes 24 hrs.

link: [youtube.com/watch?v=589tH.-wtCak](https://www.youtube.com/watch?v=589tH.-wtCak)