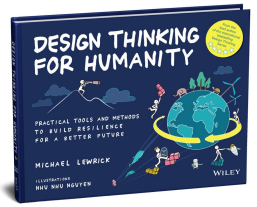
Project:
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Movement Catalyst Design

Quick guide: Movement Catalyst Design engineers the social dynamics of a movement, creating the conditions for an idea to spread by putting ownership in the hands of the community.

More tips & tricks on book page: 298



Lewrick, M.
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1 Define the Core Narrative & Identity

Based on your Massive Transformative Purpose, craft a simple, powerful, easily shareable core narrative.

Core Narrative:

Movement identity: what do you call members?

Core values / shared language:

2 Design the "Onboarding" Experience

How does someone join the movement? The first step should be easy, rewarding, and give an immediate sense of belonging.

First action to join (pledge, small task, platform signup):

How does it immediately create a sense of belonging?

3 Engineer the Viral Loop

Design the feedback loop where every participant's action naturally creates new awareness and brings new members in.

Incentives

How are users rewarded for sharing or inviting others?

Shareable Output

Is the outcome of a user's action inherently shareable (e.g., a badge, a personalized result)?

Community Platforms

Where can existing members easily interact with and recruit new members?

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