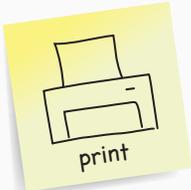
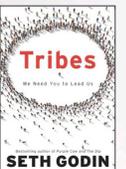


16 Principles

for Building and Leading a Tribe



*by Tim Grahl, Out:think
inspired by Seth Godin's Tribes*



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What is a Tribe?

A group of people connected to one another, connected to a leader and connected to an idea.

2

3 things are needed for a tribe to exist.

1. Shared interest
2. Way to communicate
3. Leadership

3

Everyone needs tribes.

Tribes make our life better. Leading a tribe is the best life of all.

4

Tribes are everywhere.

Inside and outside organizations. Public and private.
Non-profits. Classrooms. Etc.

5

We live in a world where the tools exist and are readily available to create a tribe.

6

**Leaders have followers.
Managers have employees.**



7

**Great leaders create movements
by empowering the tribe to
communicate.**

8

Four types of communication in a tribe.

1. Leader to tribe
2. Tribe to leader
3. Tribe member to tribe member
4. Tribe member to outsider

9

Effectiveness of a tribe can be measured by how it...

- Transforms a shared interest into a passionate goal and desire for change
- Provides tools to allow members to tighten communications
- Leverages tribe to allow it to grow and gain new members

10

Anatomy of a movement.

- A story that tells who we are and where we are going
- Connection between and among the leader and the rest of the tribe
- Something to do (the fewer the limits the better)

11

A crowd is...

- A tribe without a leader
- A tribe without communication



12

**Don't worry about numbers.
Worry about fans.**



13

Leaders go first.



14

Every leader cares for and supports a movement.

15

Key elements in creating an environment for a tribe to develop.

Five things to do...

- Publish a manifesto
- Make it easy for followers to connect with you
- Make it easy for followers to connect with one another
- Realize money is not the point of a movement
- Track your progress

Six principles

- Transparency really is your only option
- Your movement needs to be bigger than you
- Movements that grow, thrive
- Movements are made most clear when compared to the status quo or to movements that work to push the other direction
- Exclude outsiders
- Tearing others down is never as helpful to a movement as building your followers up

16

Elements of leadership

- Challenge the status quo
- Create a culture around a common goal and involve others in that culture
- Have a huge amount of curiosity about the world they are trying to change
- Use charisma (which exists in many different forms) to attract and motivate followers
- Communicate their vision of the future
- Commit to a vision and make decisions based on that commitment
- Connect followers to one another