Viral Change™ distributes people differently[1]

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The third difference focuses on how different the distribution of people is as seen from the two angles: conventional approach and Viral Change.

In the **conventional approach**, everything from 'quality of the components' to 'flow' assumes a bell curve distribution. Management practices consistent with this: communication reaches (or has to reach) the majority of people; change practices need to involve the majority under-the-curve acknowledging that there will be sigma deviations at both sides, for example, casualties of people who 'will never change'.

However, in ***Viral Change***, the organisation i*s* a network and follows the power laws of networks where (1) a few people have multiple connections, (2) those with greater connections and perhaps influence will continue to have more and (3) spread of information, communication, influence, new behaviours new habits, etc., happens via 'tipping points'.

[1] **Initially posted on www.viralchange.net, March 2008**

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You can read more about the other differences by choosing from this list:

1. Viral Change sees a different, implicit model of the organisation.
2. There are different 'structures' in Viral Change.
4. There are different processes and systems.
5. The view on cause-effect and interventions in organisations differs.
6. Viral Change has a different formal process for 'the change management programme'.
7. There is a difference in the conduit of change.
8. 'Change management' is different through Viral Change.

If you want to read more about *Viral Change*, you can read it all in my book of the same title: *Viral Change: the alternative to slow, painful and unsuccessful management of change in organisations*.

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