

Coalition Building Discussion Questions

1. Geoffrey Moore describes a "chasm" between early adopters and the mainstream majority. Think of a current initiative—have you crossed the chasm, or are you still trying? What would convince the early majority to join?
2. Jim Collins describes "Level 5 Leaders" who combine personal humility with fierce professional resolve. When have you seen this combination in action? When have you seen leaders who had one quality but not the other?
3. French and Raven identified five bases of power: legitimate, reward, coercive, expert, and referent. Which types of power do you rely on most? Which types are most effective for the changes you're trying to make?
4. Research suggests that 15-25% adoption can create a tipping point. For a change you're currently leading, what percentage of the relevant group is genuinely on board? What would it take to reach the tipping point?
5. The chapter suggests targeting a "beachhead" for complete success rather than trying to convince everyone at once. What would a beachhead strategy look like for your current initiative? Where could you create undeniable success?