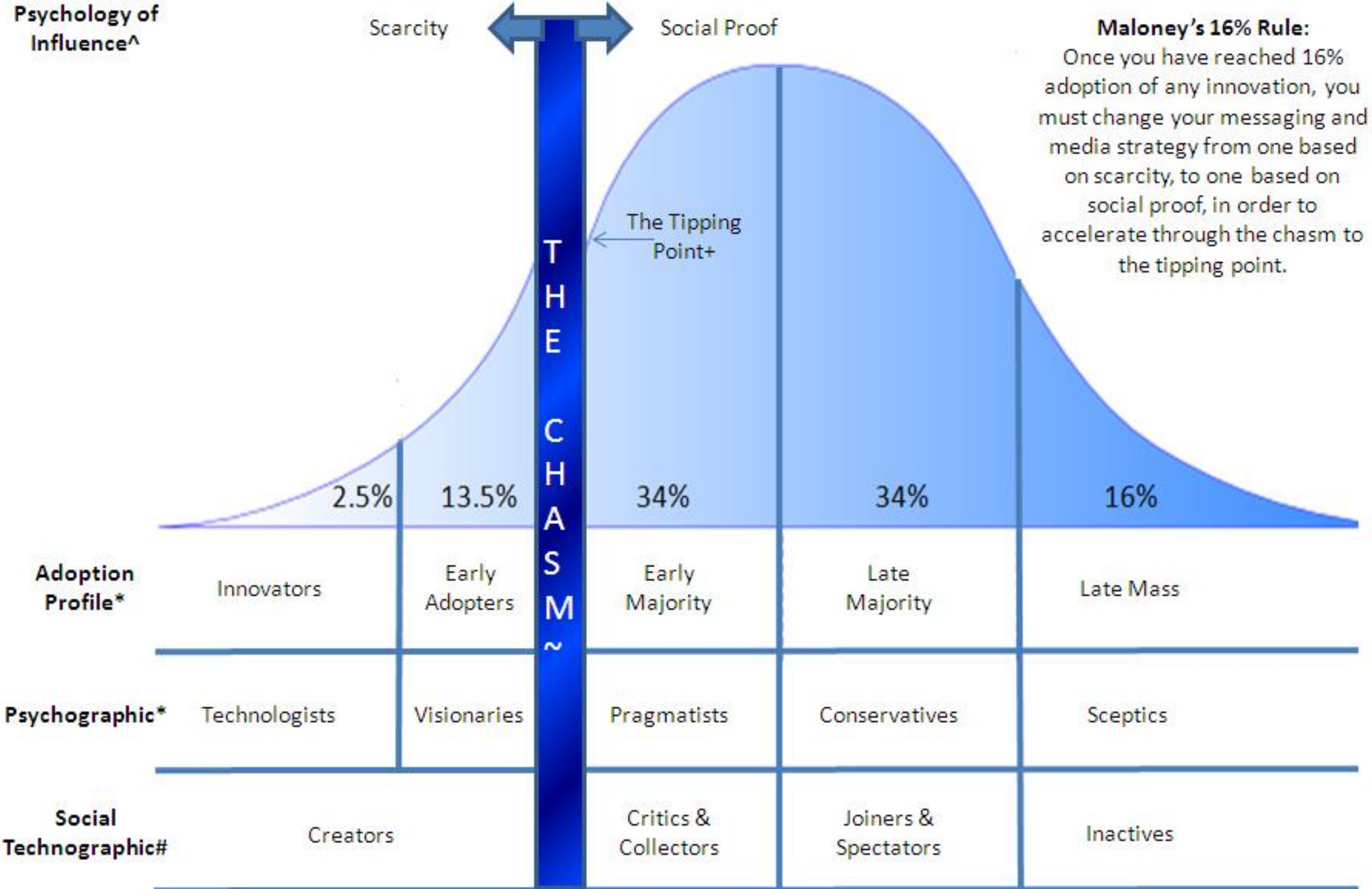


Slides from Roy Moran

Accelerating Diffusion of Innovation: Maloney's 16% Rule©



^ Robert Cialdini *Everett Rogers #Forresters ~Geoffrey Moore + Malcolm Gladwell

DMM Flywheel



MULTIPLY



PRAY

Disciple-making Movement Catalyst

Multiplying Disciple-maker

Disciple-maker

Disciple



ASSEMBLE



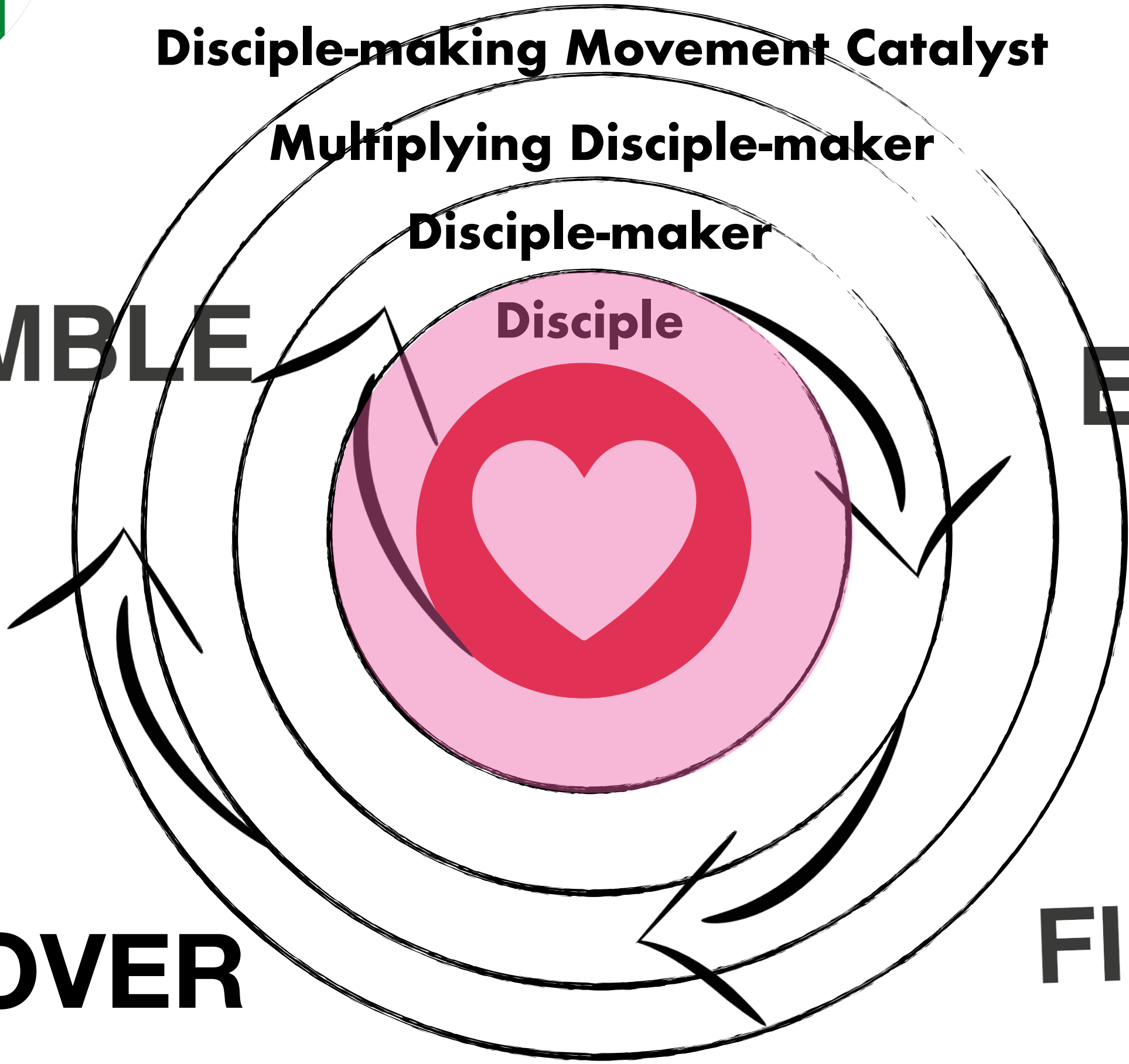
ENGAGE



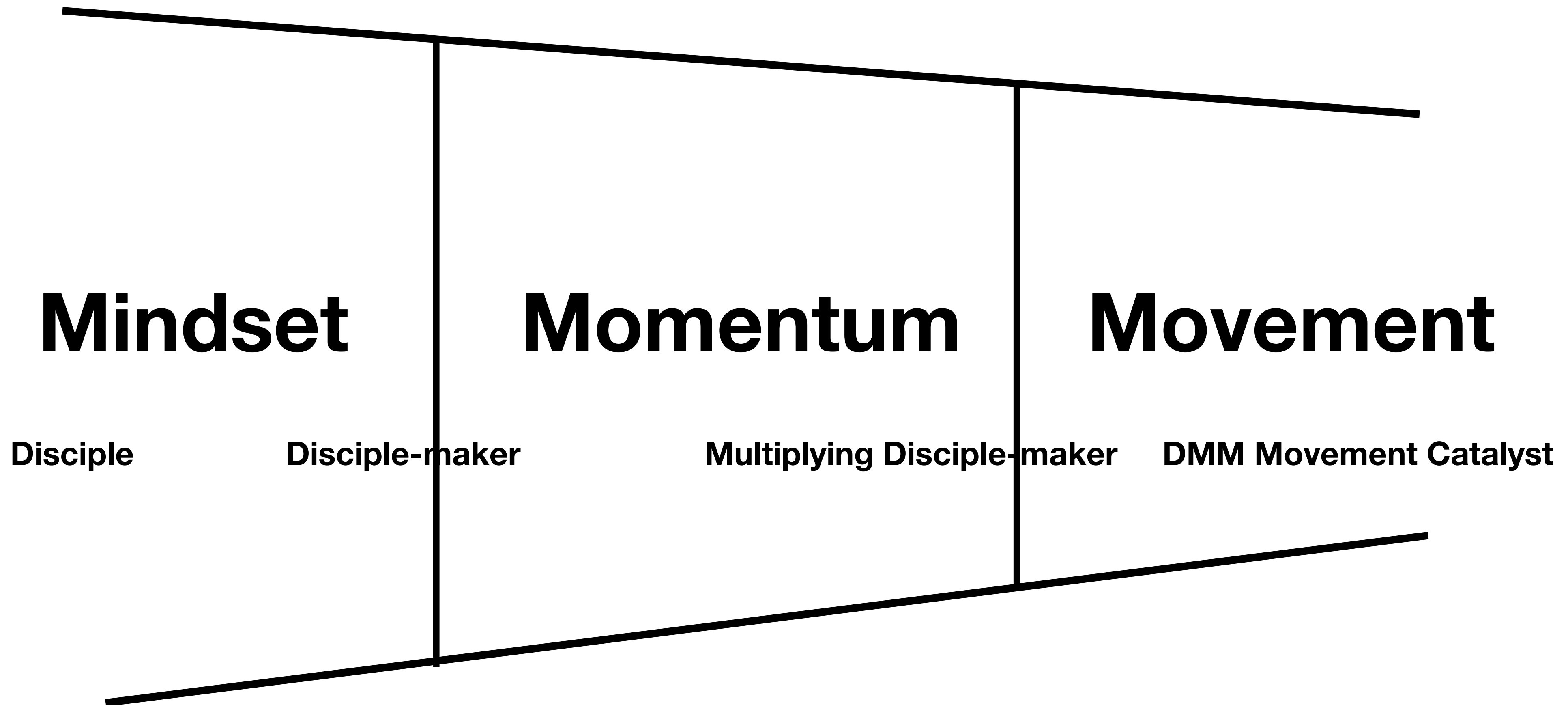
DISCOVER



FIND



from Disciple ➡ Movement Catalyst



Mindset

6 to 18 months

Momentum

6 months to 3 years

Movement

2 to 5 years



Clarity Spiral



Start



**Minimize the time between
Acquisition and Application**

Disciple-Making Movement Cycle

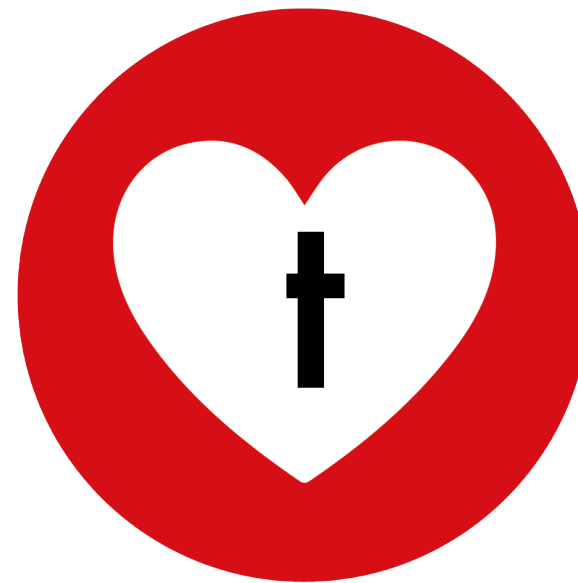
PRAY



ENGAGE



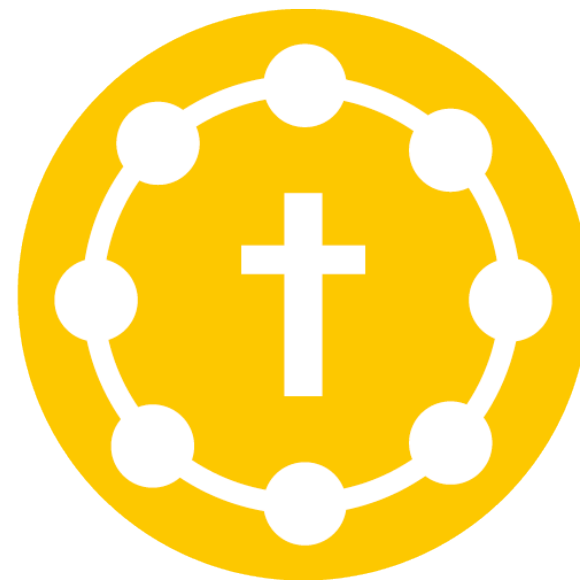
MULTIPLY



FIND



ASSEMBLE



DISCOVER

DMM Network Building Tool

BrainStorm: What could we do in the next 90 days?

Could do?

Will do?

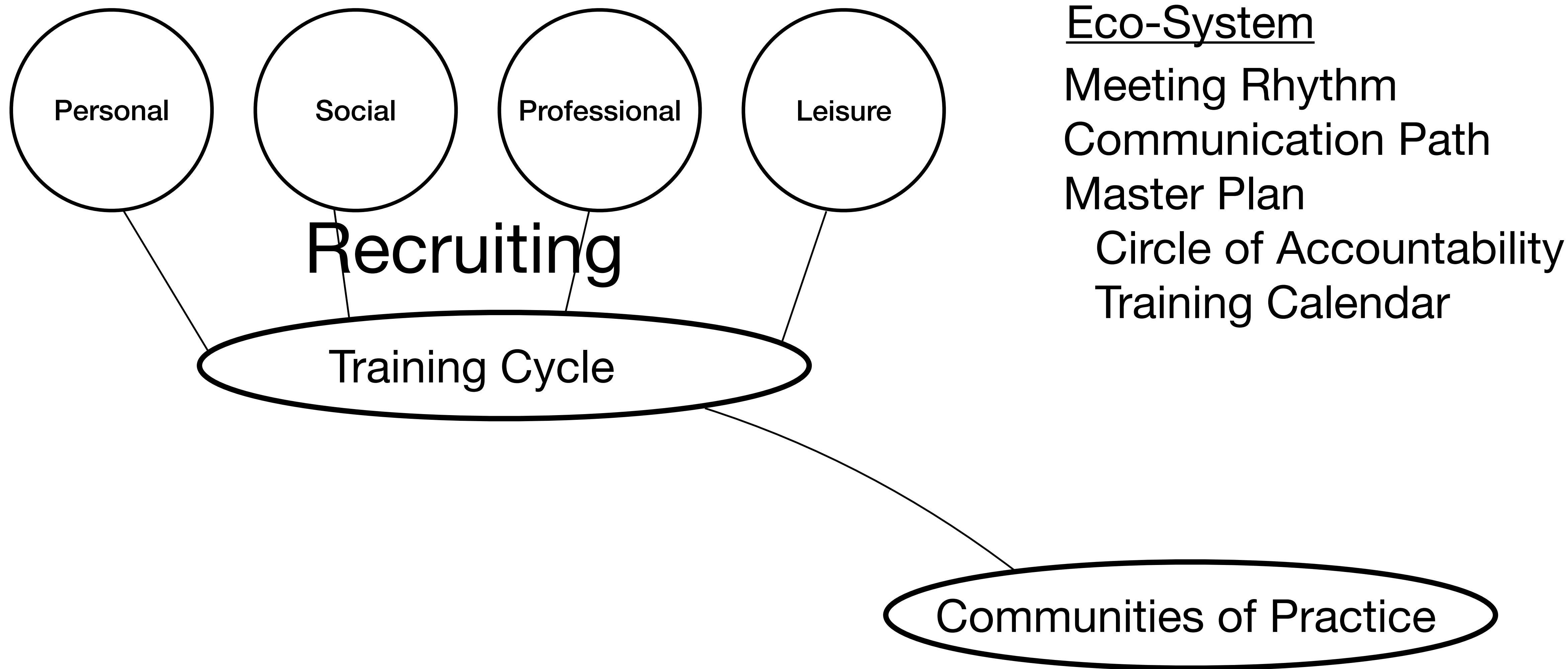
90 Day Goal

Action Steps

Roles

Resources

Rhythms



Rollout Plan

30

60

90

Heart

Pray

Engage

Find

Discover

Assemble

Multiply

