

# Tipping Points

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**People do what they do because they believe what they believe. Beliefs and behaviors are connected.**

## Change

Tipping points are all about change. A tipping point occurs when enough weight accumulates opposite of another connected weight to make the opposite weight change.

Of all things, our mission of promoting the founding and strong growth of Biblical households requires people to change, which is often no small task. Achieving change in a person's behavior is difficult, if not impossible, until a change in heart level beliefs occurs.

The success of Family God's Way platforms can be substantially attributed to two fundamental factors

- Our approach
- Our priority.

## Approach

By objectively contrasting self-validating truths with traditionally common beliefs, people self-initiate transitions in heart-level beliefs that result in substantial changes in their behavior. Here is the example we use to demonstrate how we use tipping points in the design of our platforms, discussion guides and tools.

## Perspective Matters

There once was a time, not so long ago, when people believed the world was flat. That belief shaped behaviors. People wouldn't sail too close to the edge of the earth for fear of falling off. Today, that belief is absurd, but at that time, it was a traditionally common belief. Nowadays people freely sail around a spherical earth with no fear of falling off. What changed first?

Sailing behaviors changed because beliefs changed. It took time. Not everyone jumped on board the sailboat at once. Over time, a traditionally common belief became a reminder that people can behave in absurd ways when they believe things that simply are not true.

Imagine you lived during the time the earth was believed to be flat. Imagine that one day, while peering at the edge of the earth, someone offered you a space shuttle ride.

At about 200 miles above the earth, the curtains were pulled back; you looked out the window and, (gasp!) you saw a beautiful, spherical earth below you. When you stepped off the space shuttle back onto the earth, you were never the same again. Why? Because you had experienced a self-initiated change in your core beliefs. Nobody had to twist your arm. You knew the truth and the truth set you free, so you went sailing around the world!

People do what they do because they believe what they believe. By objectively contrasting self-validating truths with traditionally common beliefs, people self-initiate transitions in heart-level beliefs that result in substantial changes in their behavior.

## Priority

People and relationships are both our priority and also the key catalysts in our approach. Curriculums and lectures are the traditional norms when promoting change in people. Our priorities is people and relationship. We help people:

- Build relationship
- Build rapport
- Role model and mentor
- Encourage and support