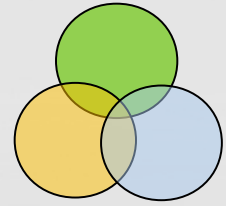
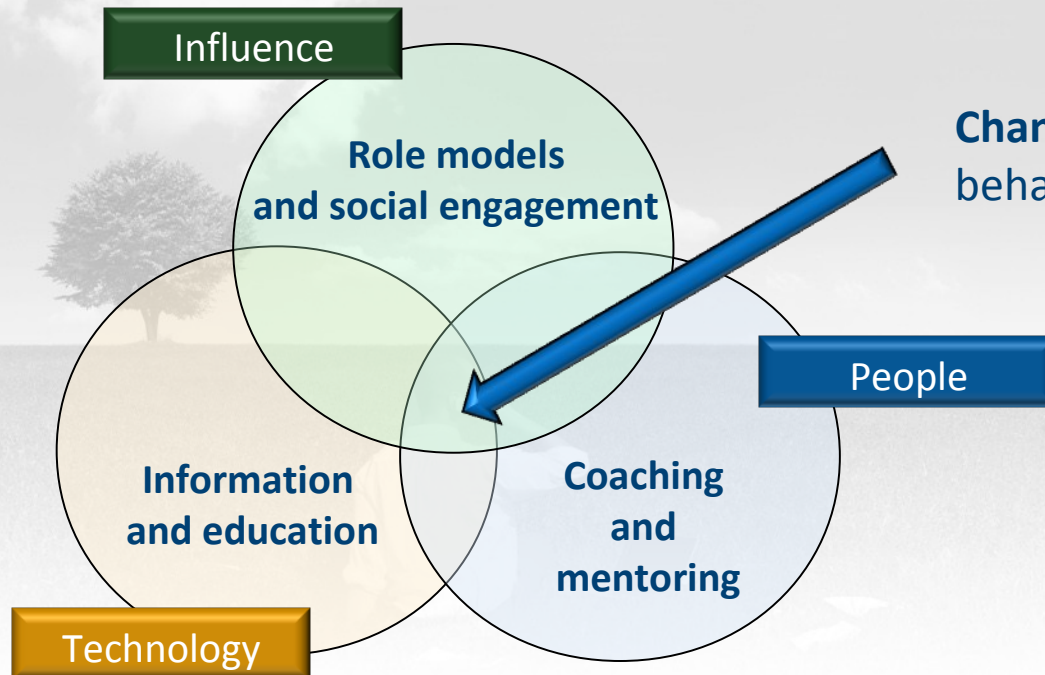


Step 3 – Social Influence in Viral change mode



'a small set of behaviours, spread by a small number of people with high degree of influence and via their networks of connections creates new routines and behaviours which constitute sustainable change'



Change space where sustainable behavioural change can flourish

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