

How to Build a Movement?



What is a movement?

A change of position or place

A group of people with a particular set of aims

An organized set of people, pursuing a common agenda of change, through collective action

<https://www.youtube.com/watch?v=V74AxCqOTvg>



131,259 Fans in our Facebook Page

6,324 Facebook Tribe Group

43 Countries with Leaders

3,273 TTTs

942 TCPs

582 Certified Trainers

Since April

1,591 L.1 Hello Points New Explorers

652 L.2 Creative Practice New L.2 Graduates

324 New TPP L.3 Graduates

53 Top View Mastery Graduates

12 Masters worldwide



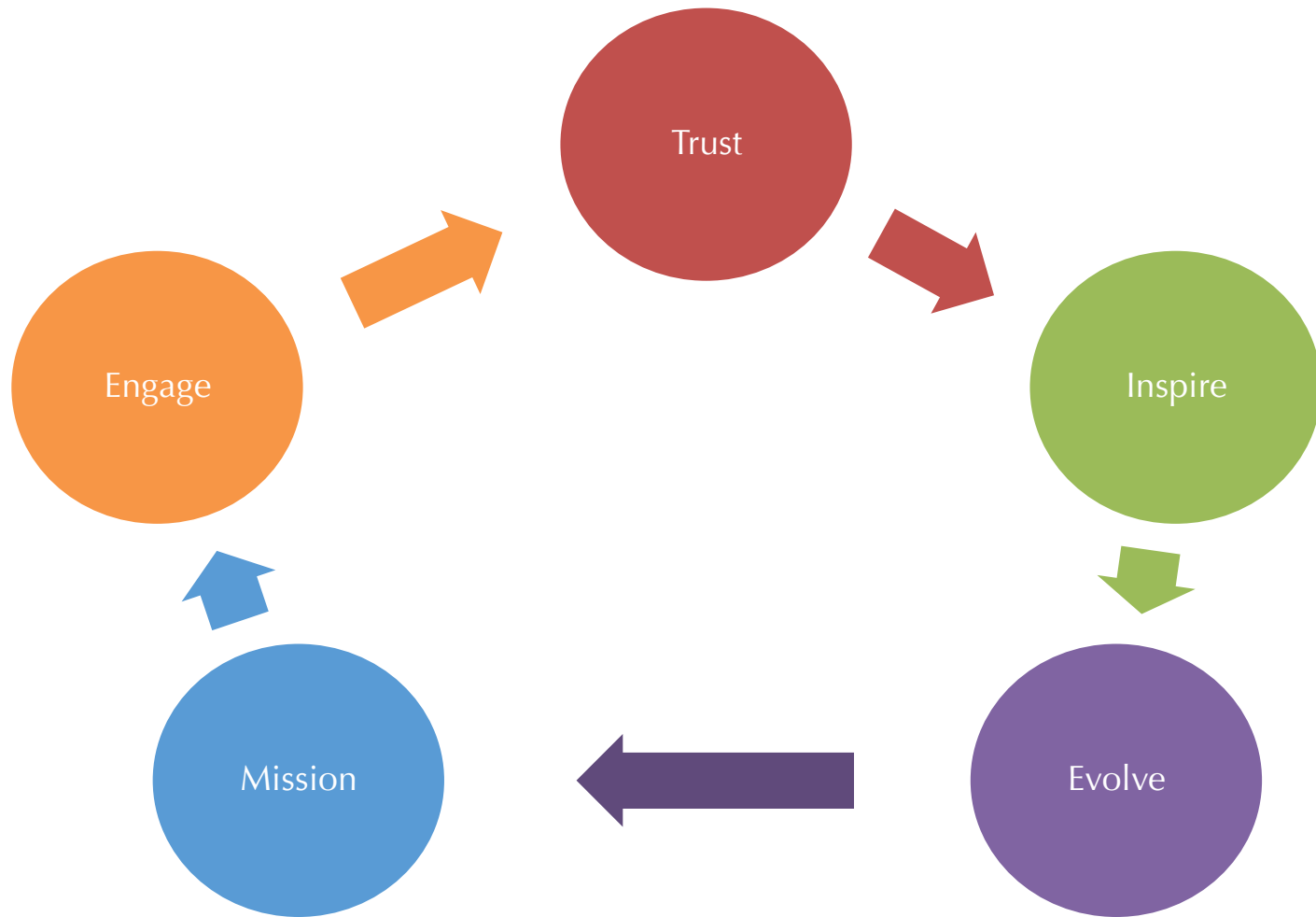
Why a movement?



Resilience = Belonging



Creating a movement



Mission

**People Expressing Themselves to the Max
and Raising Goodness All Around**



Engage

HQ- Global Movement	CL- local Tribe
Professional Marketing	Professional Marketing
Facebook Professional Groups L.1/ L.2 /L.3 / L.4	Tribe Merchandise
L.0 – Zoom Meeting 6 Month by Efrat/Yaron -Once a month Pilot soon for Accelerators C	Tribe Gathering – F:F Once a month Global format – Global Theme
Supervision for Facilitators of L.1/ L.2 /L.3 6 Month by Efrat/Yaron - Once a month	Points of You Festival Once A Year Global format – Global Theme
Supersessions L.3 Once a month	Supervision for Facilitators-Zoom of L.1/ L.2

How to make a movement?

Make Our Mission Clear

Values Are More Important Than Slogans

The Strength Of A Movement Is Not Large Crowds, But Small Groups

Rely on Engagement, Not on Rhetoric



