

# MY VIEW



Founder Wayne Fortin



## WE'RE CHANGING THE WORLD!

*"Never doubt that a small group of thoughtful committed individuals can change the world. In fact, it's the only thing that ever has."*

**Margaret Mead, Anthropologist**

I think it's safe to say that Margaret Mead's quote has been embraced by TIP leaders nationwide. I have seen her quote on TIP websites, Facebook pages, recruitment flyers and PowerPoint slides. And I've heard leaders use Margaret Mead's quote at TIP graduations and at TIP Training Academies.

Why has this quote become so widely used in our organization? Because we know that it accurately describes who we are... **we are a small group of committed individuals (TIP volunteers) changing the world, one emergency system at a time.**

Those of us in TIP know we are doing something BIG. But most people don't. It's up to us to tell them.

Those who we are trying to influence in our messaging need to know what a profound impact we are having not only on individuals but on a major system in their communities. That message gets people's attention. Here are two examples...

1. I was scrolling through Facebook recently when a phrase caught my attention. It was written by a TIP Leader and it said: "***We are changing the course of history.***" **WOW**, what a bold statement! It turns out this TIP leader used this phrase at a board meeting to emphasize to board members that they are involved in changing the course of history.
2. Recently, I presented a talk titled "The History of TIP" at one of our Affiliates. During my talk I made a statement "*The emergency system in this area is not like the emergency system before TIP's arrival. You have changed the system. It was a good system. Now because of you it's a great system.*"

My talk lasted more than an hour and was wide ranging. But my comment about TIP having changed the emergency system was what caught many listeners attention. Even a veteran TIP volunteer approached me after the talk and said something like: "*I never looked at TIP like that before!*"

In short, what I am suggesting is that we go beyond presenting TIP in terms of the details of what we do and how we impact the lives of individuals. **We need to include in our presentations bold but true statements about changing the world.** For example...

*"A small group of volunteers in this community have done something extraordinary. They have changed how the decades old emergency system operates. Before TIP, first responders had the capacity to help a man having a heart attack. But they weren't able to help his distraught wife. With TIP'S help, now they can. This is a huge change. And it's a great example of how determined individuals can make big change in the world."*

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