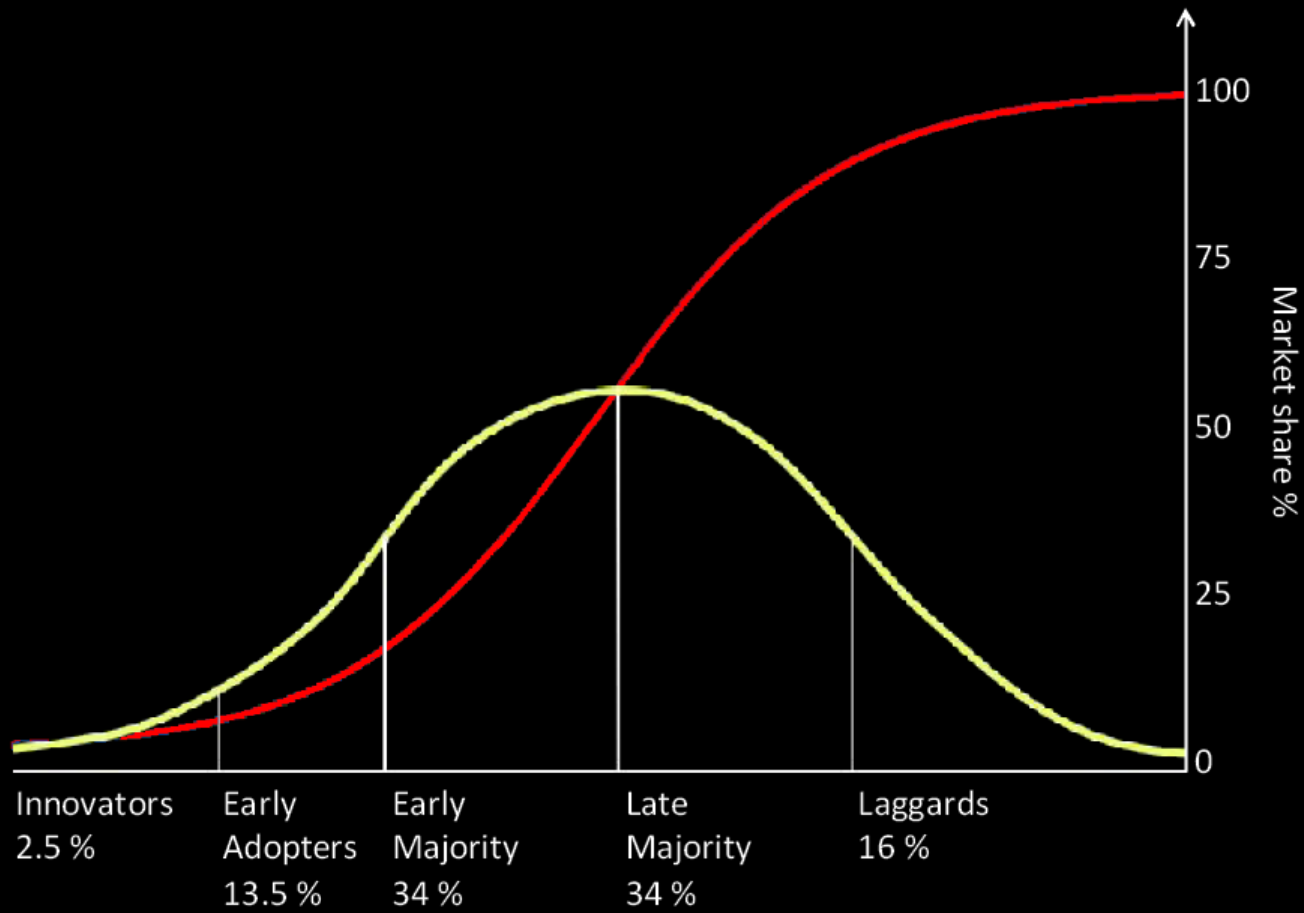


CHANGE
is not a four-letter
word

Kimberly Blessing
@obiwankimberly





Diffusion of Innovations – Everett Rogers (1962)





```
<HTML>
<HEAD>
<TITLE>Welcome to AOL.COM</TITLE>
</HEAD>
<BODY topmargin=5 leftmargin=5 bgcolor="#ffffff" link="#0000CC" vlink="#660099"
alink="#cccccc">
<center>
<a name="TOP"></a>
<CENTER>
<TABLE WIDTH=585 CELLPADDING=0 CELLSPACING=0 BORDER=0>
  <TR>
    <TD WIDTH=119 BGCOLOR="#FFFFFF" ALIGN="LEFT"><A
  HREF="/web/19990904022530/http://dynamic.aol.com/cgi/redirect?http://www.aol.com/"><IMG
  SRC="/web/19990904022530im_/http://aol.com/gr/mega_aol_banner.gif" WIDTH=119 HEIGHT=26
  BORDER=0 ALIGN="LEFT"></A></TD>
    <TD WIDTH=466 BGCOLOR="#CC0000" VALIGN=MIDDLE
  ALIGN="CENTER"><NOBR>&nbsp;   <FONT COLOR="#FFFFFF" FACE="sans-serif,Arial,Helvetica"
  SIZE=2><A
  HREF="/web/19990904022530/http://dynamic.aol.com/cgi/redirect?http://www.aol.com/netfind/"
  STYLE="COLOR:#FFFFFF"><FONT COLOR="#FFFFFF" FACE="sans-serif,Arial,Helvetica"
  SIZE=2><B>Search</B></FONT></A>&nbsp;   |&nbsp;   <A
  HREF="/web/19990904022530/http://dynamic.aol.com/cgi/redirect?http://www.aol.com/webcenters/"
  STYLE="COLOR:#FFFFFF"><FONT COLOR="#FFFFFF" FACE="sans-serif,Arial,Helvetica" SIZE=2><B>Web
  Centers</B></FONT></A>&nbsp;   |&nbsp;   <A
  HREF="/web/19990904022530/http://dynamic.aol.com/cgi/redirect?http://www.aol.com/shopping/"
  STYLE="COLOR:#FFFFFF"><FONT COLOR="#FFFFFF" FACE="sans-serif,Arial,Helvetica"
  SIZE=2><B>Shopping</B></FONT></A>&nbsp;   |&nbsp;   <A
  HREF="/web/19990904022530/http://dynamic.aol.com/cgi/redirect?http://www.aol.com/community/"
  STYLE="COLOR:#FFFFFF"><FONT COLOR="#FFFFFF" FACE="sans-serif,Arial,Helvetica"
  SIZE=2><B>Community</B></FONT></A>&nbsp;   |&nbsp;   <A
  HREF="/web/19990904022530/http://dynamic.aol.com/cgi/redirect?http://www.aol.com/downloadaol.a
  dp" STYLE="COLOR:#FFCC66"><FONT COLOR="#FFCC66" FACE="sans-serif,Arial,Helvetica"
  SIZE=2><B>Download AOL</B></FONT></A></FONT>&nbsp;   </NOBR></TD>
```



```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
  <title>AOL.com</title>
  <link rel="STYLESHEET" type="text/css" href="inc/screen.css" />
</head>
<body>
<div class="bigParent">
  <div class="masthead">
    
    <div class="weatherSearch">
      <div class="text">Enter Zip, State, City or Country or<br /> select from <a
href="#">my recent searches</a>.</div>
      <div class="elements">
        <form>
          <input class="text" type="text" />
          <input type="image" src="img/button_search.gif" width="51" height="20"
alt="Search" />
        </form>
      </div>
    </div>
  </div>
<div class="topNav">
  <div class="cityIdentifier"><h1>Leesburg, VA</h1></div>
  <a class="navLink on" href="#"></a><a class="navLink" href="#"></a><a
class="navLink" href="#"></a><a class="farRight" href="#"></a>
</div>
```

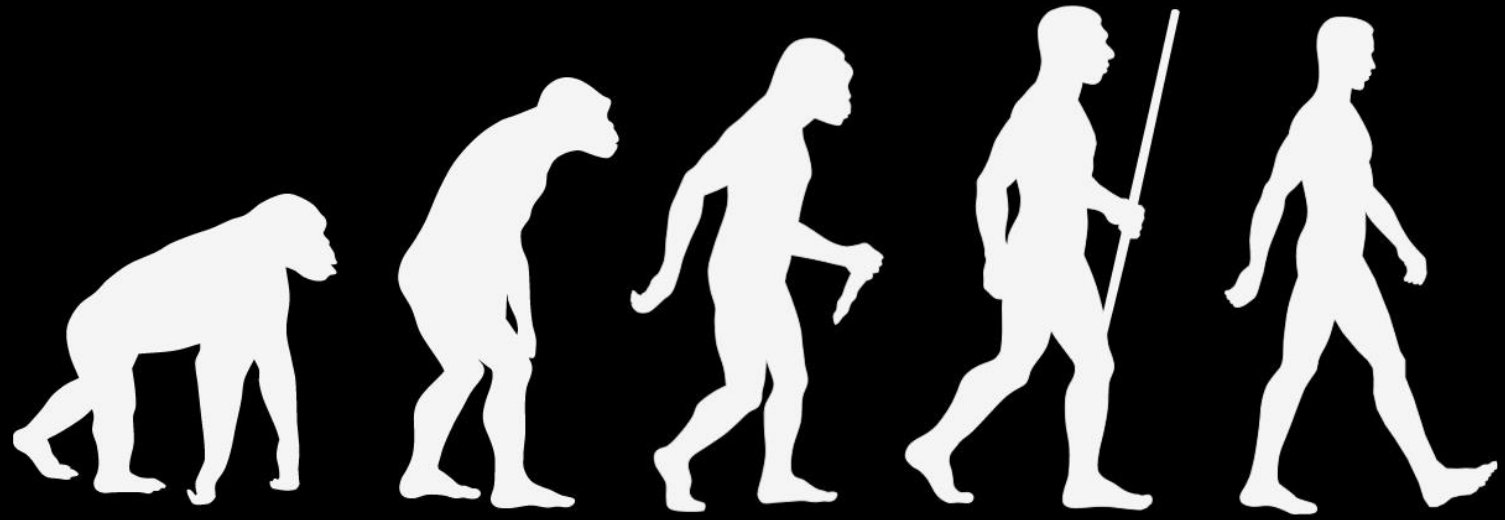
America
Online.®



Experience is the toughest kind of teacher – it gives you the test first and the lesson afterwards.

Burton G. Malkiel

YOU ARE A CHANGE AGENT.



| AM A CHANGE AGENT.

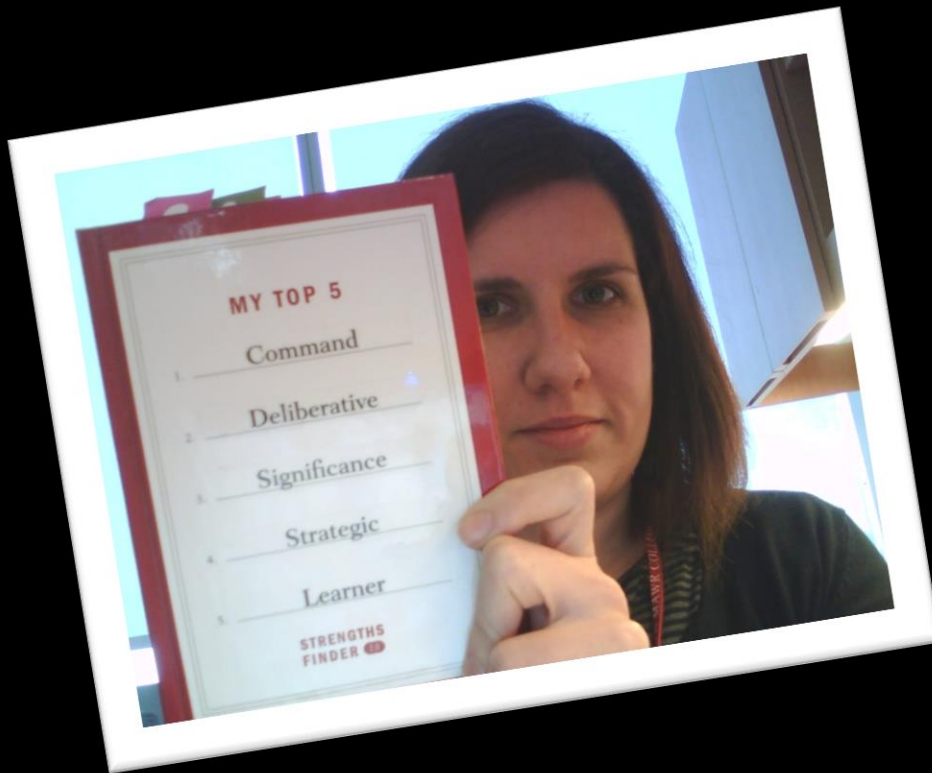
You just change yourself and just like magic, everything starts changing around you.

Don Miguel Ruiz

Personal Motivation	Personal Ability
Social Motivation	Social Ability
Structural Motivation	Structural Ability

	Motivation	Ability
Personal	Connect with two stories	Work with your strengths
Social	Make an impact on the world	Band together, find a sponsor
Structural	Set challenges and give rewards	Encourage asking for help and giving it

Personal Ability:
Work with your strengths.



Include a NEW & UPGRADED Edition of the Online Test from Gallup's

NOW, DISCOVER YOUR STRENGTHS

STRENGTHS FINDER **2.0**

#1 *New York Times* Bestselling Author

TOM RATH

Social Ability:

Band together, find a sponsor.

Doer	Instigator, makes things happen
Influencer	Changes perceptions
Supplier	Has resources to offer
Innovator	Generates ideas

Personal Motivation:
Connect with two stories.



The Twiddler

Structural Ability:
Encourage asking for help and
giving it.



TAKE THE RED PILL

StudioAOL

DEVELOPMENT

THE FIGHT FOR THE FUTURE BEGINS

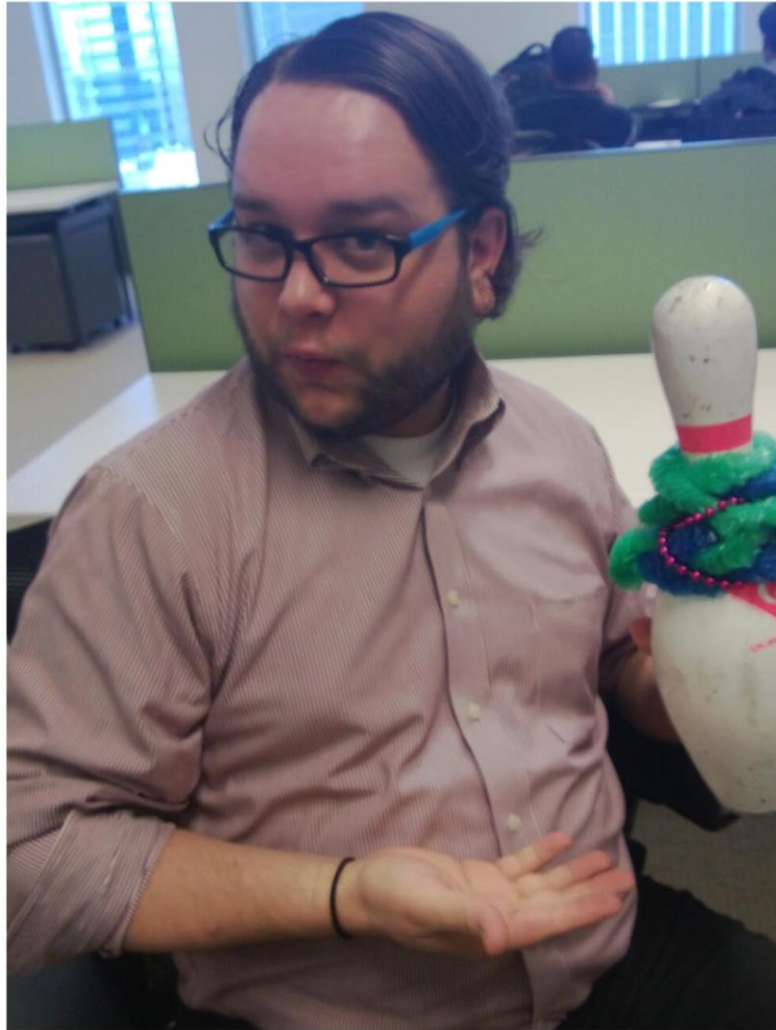
StudioAOL

DEVELOPMENT

I TOOK THE RED PILL

Structural Motivation:
Set challenges and give
rewards.

Social Motivation:
Make an impact on the world.



	Motivation	Ability
Personal	Connect with two stories	Work with your strengths
Social	Make an impact on the world	Band together, find a sponsor
Structural	Set challenges and give rewards	Encourage asking for help and giving it

**Blind people don't use the
Internet.**

VP of Design at a large Internet
company, 2008

I get it, I get it now! This is about all of our customers, not some of them.

Same person, now at another large company, 2013