

## How A Grassroots Movement Spread To 30+ Countries In Less Than 2 Years

There's absolutely nothing wrong with making money. It's a good thing. A great thing! But when your business starts evolving around just that, as an entrepreneur you've gone passed the very core of entrepreneurship - helping people by creating value and solving problems.

We've heard this over and over again, but your customers or your fans (your audience) are your most important asset. They are what propels your business forward. And money is a result so that, not the other way around.

*"If you're in the business of helping people, you cannot fail" ~ Daniel de Gruijter*

That's why, if you take extremely good care of your audience in every way possible, the rest will follow. That's how a grassroots movement started in Kuala Lumpur, Malaysia called Incitement ([www.theincitement.com](http://www.theincitement.com)) managed to spread to over 30 countries in less than 2 years.



Both founders of Incitement, Zikry Kholil and Daniel de Gruijter, refuse to accept any credit for doing any of this. "It's the community that has formed itself around Incitement that has done all the work. All we do is light a spark and keep the community focused on one common goal - spreading positivity."

## How To Build A Community That Helps You Spread Like Wildfire

Here are some of the things Incitement has done to grow the movement. And the results have been impeccable. It's spread to over 30 countries in barely 2 years.

### **Set a clear vision. But not too clear.**

Having a clear vision is very important for any business leader. As is it for any community. It's the glue that holds everyone together. When crafting this vision you need to make it clear enough to have emotional appeal to the audience you reach out to. But at the same time it needs to be vague enough to ensure your audience can **own** the vision on an individual level.

Ogilvy applied this in advertising very nicely. Reveal just enough to create appeal. But leave enough room for people to feel they came up the idea themselves.

To get a vision adopted widely you need to do the same. At Incitement the vision is to spread positivity. In the world today, where the media mostly publishes negative stuff (and who can blame them, there's so much negativity all around), a little bit of positivity is much, much needed. It's very specific. We all know what it means to spread positivity. But at the same time it allows people to use their own imagination to fill in exactly what it means to spread positivity.

This creates a sense of ownership. One can align with this vision and really own it. By letting your audience fill in the blanks themselves, you strengthen the vision on a very personal level. This is a lot more powerful.

Also, each country Incitement operates within, it tries to tackle a different issue. And the founders in each country decide for themselves what that issue is, as they know best.

### **Declare what you stand for**

To create something more tangible and actionable, a very powerful thing to do is declaring what you stand for. Now that your audience owns the vision, it creates a framework for them to operate within.

At Incitement this "framework" exists of 3 things:

Fun. Contribution. Growth.



Now your community knows that whenever they work towards the vision, if they actually start spreading positivity, these are the guidelines. These guidelines shouldn't be restricting in any which way. They should in fact make it easier for your community to act upon the vision. It also creates a sense of belonging.

### **Declare what you stand against**

Just as important as what you stand for is what you stand against.

It's a very common sales technique. And for a very good reason. It's extremely powerful. And particularly when you're dealing with so called "cold leads." Or new potential members of your community. In sales this is called demonizing, or finding a common enemy. This creates instant trust, because you're on the same side. It makes it easier for someone to join your community this way, knowing that you have a common enemy. You make the community and its members more approachable and accessible.

The name Incitement itself is a statement again what it stands for to begin with.

**in·cite·ment**  
/in'sɪtmənt/   
*noun*

1. the action of provoking unlawful behavior or urging someone to behave unlawfully.  
"this amounted to an incitement to commit murder"



When you look at many social startups, one thing many of them have in common is that they zoom in on the problem itself. This might work if you're looking to raise awareness regarding a certain topic. However, another way of going about it is to completely disregard the problem, by presenting a solution. Incitement has found this to work better for them, simply because people inherently don't like problems.

By promoting your vision itself, you're implicitly already declaring what you stand against. When Zikry & Daniel chose to name their startup Incitement, this was a statement against everything the word 'incitement' currently stands for - their goal by the way is to completely change the word 'incitement' to a meaning that is positive.

### **Make it challenging, but safe**

In order to facilitate growth, making your vision challenging is a must. You'll want to draw people out of their comfort zones. But at the same time create a safe environment where it's okay to fail.



Incitement started out as a public speaking platform to get people out of their shell and turn their ideas into action. Although Incitement has evolved, the public speaking element is still there - called Incitement SpeakUP (led by Natasha Zolotareva and Fadirul Fais).

Considering the fact that public speaking is feared more than death itself, this is probably challenging enough as it is. So the key here is to create a trusted and safe environment where failing is allowed, and even encouraged in order to accelerate your growth and the growth of others.

This alone will strengthen your community significantly.

### **The R.U.M. Principle**

With a background in marketing, Daniel and Zikry practice what Daniel calls the R.U.M. principle. Here's what it stands for:

#### 1. *Relevancy*

In order to keep your audience engaged you'll need to give them something that fits into their current context and environment.

#### 2. *Underpromising, overdelivering*

Another basic principle in marketing. Always deliver at minimum what your promised, and whenever you can create a scenario in which you can give more than that, do it.

#### 3. *Managing expectations*

Be perfectly clear about your motives and your agenda. This boils down to being honest, genuine and transparent.

If complying with any of the 3 above means that you have to sacrifice short term gains for the ones on the long term, then so be it.

### **Create your own lingo**

An easy way to strengthen the intimacy inside your community is to have insiders language. Create your own terminology that only your community knows how to use, it makes people feel connected to one another.

For Incitement, every community member is referred to as an 'Inciter', as are all the speakers, as are all the team members - who by the way are all volunteers.

### **Great tips. But what is Incitement?**

Mid 2011 Zikry (Malaysian) and Daniel from (Dutch) accidentally bumped into each other over lunch through a mutual friend. In November that same year Incitement was born. It was a result of both founders not being allowed to attend an event organized by Mindvalley ([www.mindvalley.com](http://www.mindvalley.com)) - the company they both work with - as they were still too fresh in the company.

Today, Incitement exists of a couple of initiatives - two of which will be elaborated on a bit below. But what powers Incitement is monthly events, where likeminded people from every corner of the world, every industry and background get together and experience a series of transformational talks, connect with real people in the audience, the speakers (there is no backstage), and go through powerful, high-energy exercises facilitated by an mc to create that bonding that is so hard to recreate online. At first glance, one would think that Incitement is just another event, but once you attend one of the events, you'll immediately find there's something different about Incitement. It's an experience. It's pure. It's refreshing. And above all, it's fun. (<http://www.theincitement.com/reviews/>)

All the regular events are free of charge. But during each event there is a call to action, which is where the contribution comes in. We recruit volunteers for an initiative called Incitement Growth, led by Yu Jin Lim and Cynthia Wong.

### **Incitement Growth**

(<http://www.theincitement.com/causes/incitement-growth/>)

Incitement Growth is initiated by Yu Jin, who attended an Incitement event. He wanted to join with his idea to help refugees in need. In Malaysia, most refugees don't get any support from the government.

Every week the Incitement Growth Team goes around the city to visit a refugee school and hosts an event on location. Since the refugees have no way of coming to Incitement, Incitement comes to them. Through interactive presentations & exercises essential skills are being taught. Skills that are not being taught in school, let alone in a school for. Skills or traits such as self-confidence, goal setting & entrepreneurship. The curriculum is broad & the results are impeccable.

One particular student, Ahmed Bashiir Kahiye, participated very actively during these 'mini-Incitements.'

Very soon, the Incitement team decided to bring him & his teacher Shafie Sharif to the main event to share their story. What happened there was incredible. After his

presentation was published on YouTube (<http://www.youtube.com/watch?v=5D7ECczGRhg>) this led to an invitation for Ahmed to speak at TEDx.

The ultimate vision for Incitement Growth is to reimagine education, & what better place to start than at a refugee school - since they don't have any at all.

### **The Incitepreneurship Program**

(<http://www.theincitement.com/incitepreneurship-program/>)

# **The Incitepreneurship Program** launching ideas that matter

Nowadays making money isn't all that hard. All you need is a website, throw some traffic at it, and make your own or anyone else's product convert. That's really all you need to run your own business.

The internet is a beautiful thing. It has enabled many of us to create the financial freedom we otherwise would be unlikely to have. It allows pretty much anyone with an internet connection to become self-sufficient within a matter of weeks, or even days, if you're lucky.

Again, it's a great thing because it breeds much more entrepreneurs that can go great things for the world. But what it also breeds is a lot of people that are just in it for the money. And the mindset about entrepreneurship for younger generations is changing because of this, Zikry & Daniel believe. When money is literally a click away, why should your business have a deeper purpose, right?

That's why recently Incitement launched a program called The Incitepreneurship Program. A full day course students can apply for only if they already have a business idea - that is.. a business idea which at its core is built around helping others or solving a problem. This program focuses on breeding a new generation of social entrepreneurs. And like at any other event, the Incitement Experience is

injected into it. Not just listening to speakers, but lost of interaction, one-on-one time, the community feel and a lot more.

Besides this Incitement is also held in universities, to mobilize the younger generations to do things that matter and spread positivity.

If you want to find out more about Incitement, if you want to join the movement, go to [www.theincitement.com](http://www.theincitement.com)