

“Insanity is doing the same thing  
over and over again but  
expecting different results.”

—Rita Mae Brown (1983) *Sudden Death* (often falsely  
attributed to Albert Einstein).

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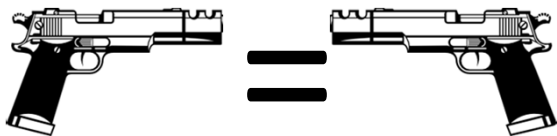
*Is it?*

The Tipping Point Says No

Tipping Point: Getting the  
maximum benefit from  
limited resources.

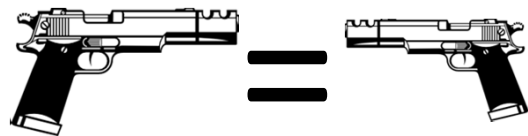
Lesson: You got to know  
when and how to push.  
*Small or well focused efforts can have  
disproportionately large effects.*

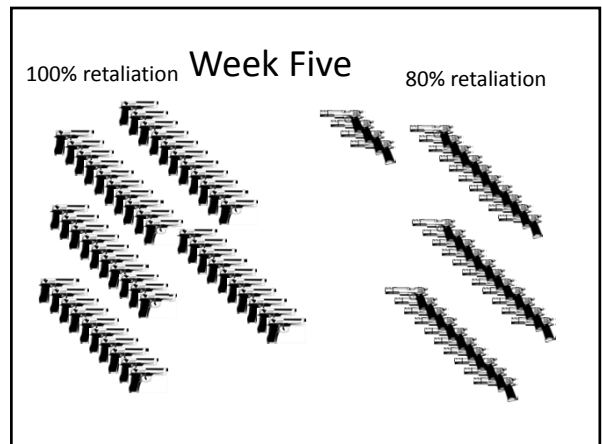
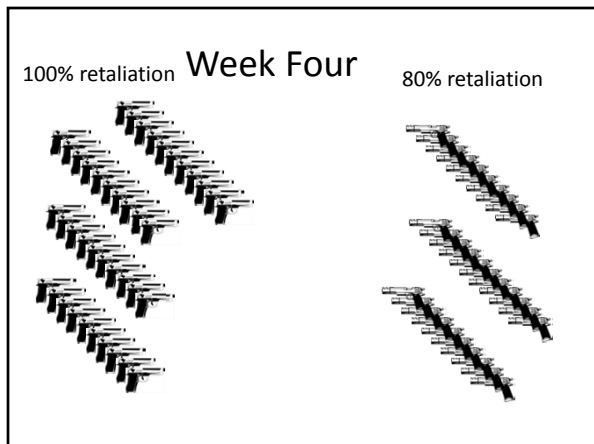
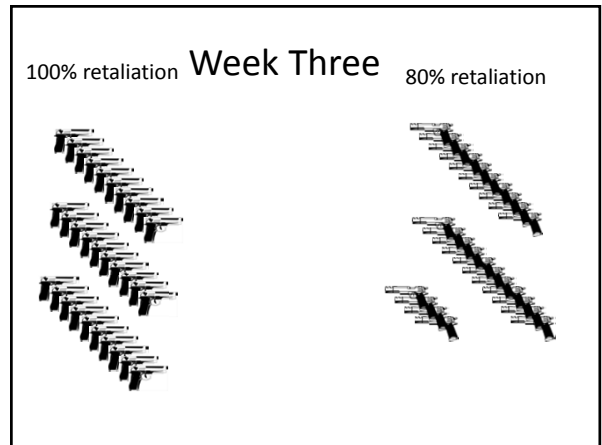
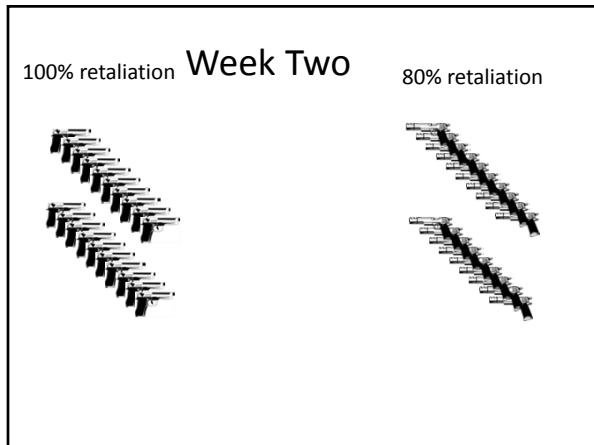
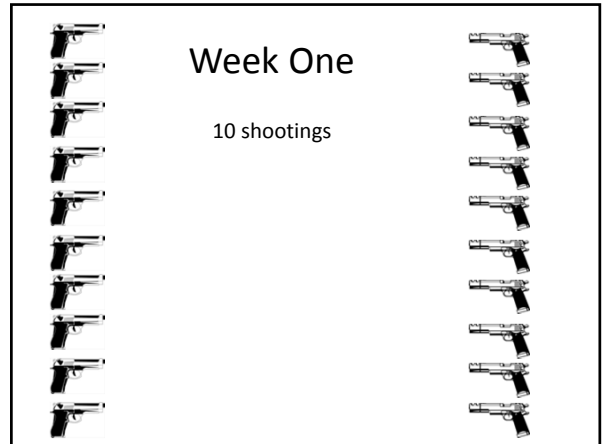
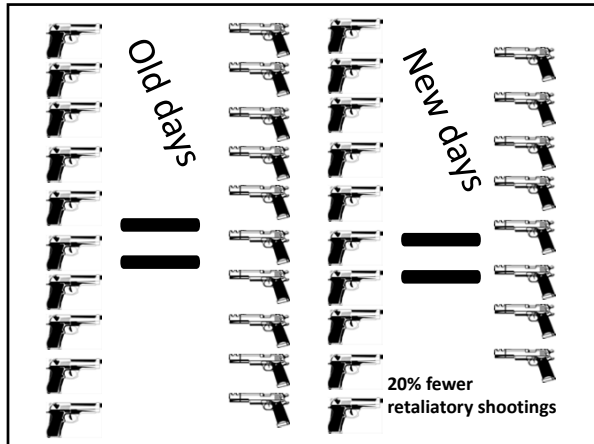
100% retaliation: you shoot  
one of mine, I shoot one of yours

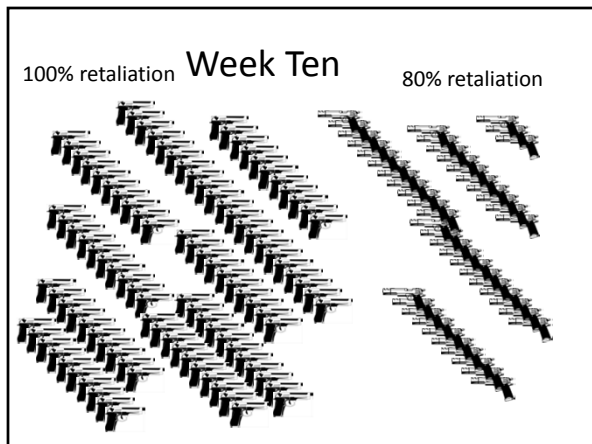
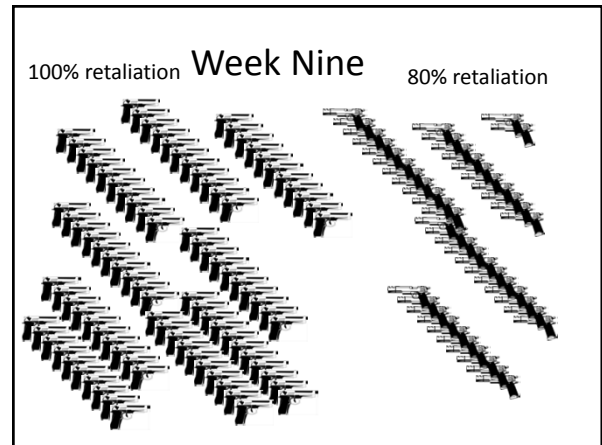
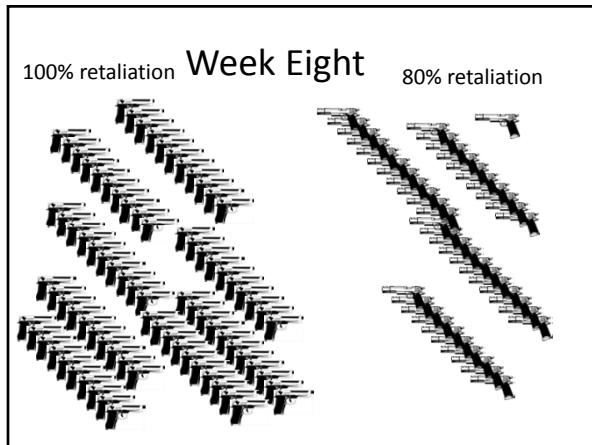
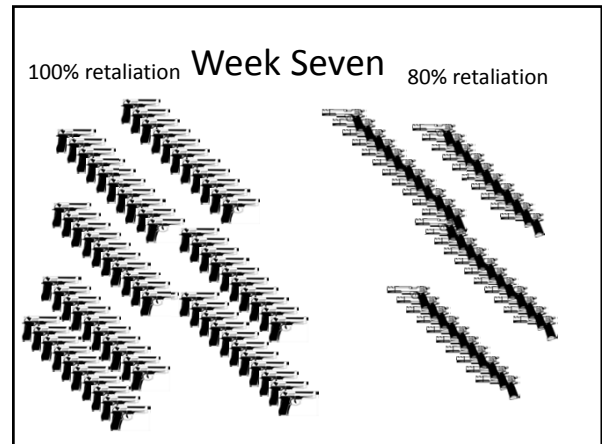
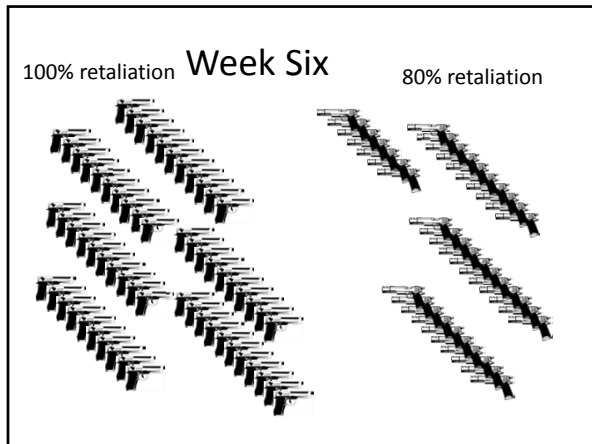


What if you reduce the  
number of retaliatory  
shootings, just by a little?

Can you reduce the chance of a  
retaliatory shootings by 20%?







**Additional Shootings**

|                      | If 100% retaliate | If 80% retaliate |
|----------------------|-------------------|------------------|
| Week 1               | 10                | 10               |
| Week 2               | 10                | 8                |
| Week 3               | 10                | 6.4              |
| Week 4               | 10                | 5.1              |
| Week 5               | 10                | 4.1              |
| Week 6               | 10                | 3.3              |
| Week 7               | 10                | 2.6              |
| Week 8               | 10                | 2.1              |
| Week 9               | 10                | 1.7              |
| Week 10              | 10                | 1.3              |
| <b>10 week total</b> | <b>100</b>        | <b>44</b>        |

A 20% reduction in weekly retaliation over 10 weeks equals a 56% reduction in total homicides and an 87% reduction in the weekly total!

The Tipping Point

**Linear Model  
says cut the fights  
20% and cut  
shootings 20%**

**But by focusing on  
retaliation:  
Shootings down 87%!**

