The First Follower Identification Matrix

Finding Your Movement's Catalyst — Chapter 10 Framework

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Derek Sivers' insight: the first follower transforms a lone nut into a leader. This matrix helps you identify, evaluate, and cultivate potential first followers across your organization. Look beyond the org chart—the best first followers are often in unexpected places.

CANDIDATE ASSESSMENT

#	CANDIDATE	ROLE / DEPARTMENT	CURIOSITY LEVEL (1-5)	PAIN POINT YOUR WORK SOLVES	ACCESS TO OTHERS	RISK TO THEM FOR SUPPORTING YOU	PRIORITY
1							
2							
3							
4							
5							
6							
7							
8							

WHAT TO LOOK FOR

The first follower usually isn't an executive. Look for: the analyst drowning in manual work, the team lead who's been asking for better tools, the PM who gets it from a different angle. High curiosity + clear pain point + low risk = ideal first follower. Nurture them as equals, not converts.

CULTIVATION PLAN

TOP CANDIDATE

NEXT ENGAGEMENT (OFFICE HOURS INVITE, DEMO, CASUAL CONVERSATION)

WHAT THEY NEED TO SEE TO COMMIT