

GRATIS

1ST EDITION

social  
entrepreneurU

# CHANGEMAKING PLAYLIST

innovation + inspiration + insights



## GET STARTED!

Are you ready to start an inspiring and insightful changemaking journey? If so, grab your favorite beverage, get comfy and let's get started!

We've created this "how to" playlist to help you learn about a (not "the") social entrepreneurship and innovation process. We walk you through the team building, diagnosis, design and scaling/growth steps that changemakers pursue. We hope you'll pick up a few new things, learn about some incredible work going on around the world, and have a few laughs along the way. Click your way through this resource either a few videos at a time or binge watch it all in one day. It's your resource. It's your call.

We'll start with 5 foundational recommendations that you should always keep in mind throughout your changemaking journey.

**1** This all about putting empathy in action. Empathy is what makes your changemaking muscles strong. And you've got to use it, or you start to lose it.



**2** Be urgent and thoughtful in your approach. Strive to get deep contextual understanding so that you're adding value at the "right" time and in the most appropriate way to help ignite catalytic change that's both timely and timeless.



**5** Start to co-create with what you've got now. Limitation inspires innovation.



**4** Embrace (and celebrate) the fact that this is an iterative learning journey.



**3** Use an asset frame. Start with hopes + aspirations.



## BUILDING YOUR TEAM

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

**- MARGARET MEAD**



PG 13



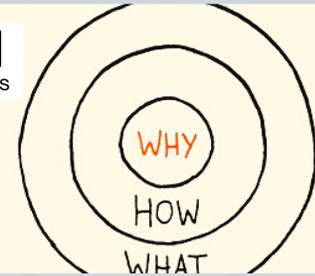
**10**

**Start by focusing on getting to a mutual understanding of what the problem really is. Co-creating to solve long-standing, systemic problems with your limited resources requires fresh perspectives and new indicators for measuring success.**



## DIAGNOSING PROBLEMS +

**6**



**Changemaking is a team sport. Find your shared WHY.**

**7**



**Define your moonshot.**  
(obviously technology just one method)

**8**

**THE PSYCHOLOGY BEHIND HOW  
GOOGLE  
BUILDS THE PERFECT TEAM**



**Work to create and nurture a collaborative culture.**

**9**



**Build out teams of teams that are mutually supportive.**

# OPPORTUNITIES

"Social entrepreneurs identify resources where people only see problems. They view villagers as the solution, not as the passive beneficiary. They begin with the assumption of competence and unleash resources in the communities they are serving."

-DAVID BORNSTEIN

11



**Don't jump to solutions. Listen, listen and listen more.**

12



**Never forget that the heart drives decisions.**

14



**Analyze from a personal, social and structural perspective.**

13



**And that the perspectives of the most affected should be the most respected.**

15



**Can you figure out mindsets (mental models)? This is critical.**

16



**Just keep asking WHY.**

**And make sure that you understand the overall context.**

Regardless of your issue area, the skeleton key for social change is **RELATIONSHIPS (SOCIAL CAPITAL)**. Your design starts with this.

18



Sometimes it already exists in communities and just needs to be activated.

19



Relationships based on empathy are at the essence of changemaking.

20



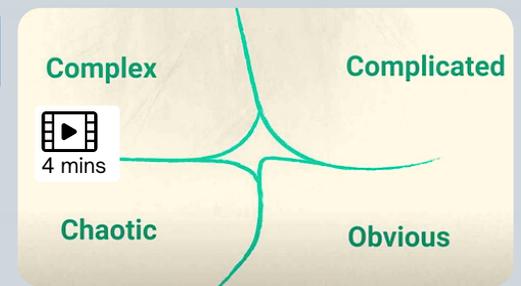
You might focus your design on creating new relationships.

21



Everything becomes possible when people come together to support each other.

17



You're likely working in complexity. Experiment to learn.



## DESIGNING INNOVATIVE SOLUTIONS

"An innovation, to be effective, has to be simple and it has to be focused. It should do only one thing, otherwise, it confuses. If it is not simple, it won't work. Everything new runs into trouble; if complicated, it cannot be repaired or fixed. All effective innovations are breathtakingly simple. Indeed, the greatest praise an innovation can receive is for people to say: 'This is obvious. Why didn't I think of it?'"

- PETER DRUCKER



Wait! Slow down! Maybe you actually don't need to co-design an innovation. It might already exist. Just like the Poverty Stoplight, look for [POSITIVE DEVIANCE](#) first.

btw - there are over 12k examples in the [SJN storytracker](#). Use this!

Actually, so much of the design of the most incredible changemaking is simply focused on bringing people **TOGETHER** doing everyday things with a new, extra driving purpose and a bit of organizational "special sauce." Learn from this inspired work. Try to create a foundation where **EMERGENT CHANGE** is possible.

22



Having dinner **TOGETHER**

23



Cooking **TOGETHER**

24



Walking **TOGETHER**

25



Jogging **TOGETHER**

26



Running **TOGETHER**

27



Playing **TOGETHER**

# ATTENTION



Bring people together doing something they already like to do.



Fortify the activity with purpose + added value.



Nurture + repeat

28



**Playing soccer/football TOGETHER**

29



**Playing frisbee TOGETHER**

30



**Playing instruments TOGETHER**

31



**Performing Hip Hop TOGETHER**



Given the situation, you might want to focus your approach on providing resources in the most impactful and dignified manner. So often the **WHEN** and the **HOW** is more important than the **HOW MUCH**. You may provide support with financial resources.

32



**Help people create new opportunities for themselves.**

33



**Help people escape from broken systems.**



You may find creative ways to provide resource support as well.

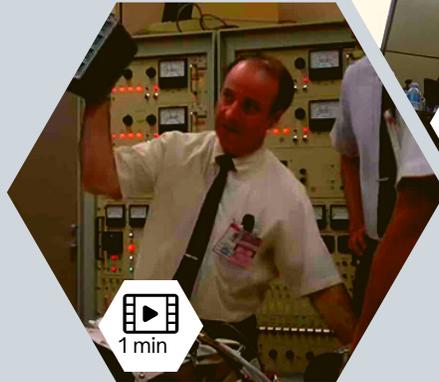
Choose from a kaleidoscope of proven, catalytic innovation strategies. You may want to mix and match as you go. There's no one-size-fits-all. Here are a some examples you should find helpful.

**36** Piggy back existing practices.



2 mins

**37** Repurpose assets.



1 min

**38** Help antagonists become protagonists.



3 mins



3 mins



3.5 mins

**39** Leverage existing strengths.

**40** Activate near peers.

There's a profound need for changemaking technologies.

**34**



3 mins

**NEW TECHNOLOGIES**

**35**



3 mins

**200 YEAR-OLD TECHNOLOGIES**

**41** Create new professions for scale.



**42**

Listen to nature.



**43** Redirect excess.



**44** Turn "garbage into gold."



**45** Convert problems into solutions.



**46** Create mutually symbiotic ecosystems.



Are you noticing how so many of these inspiring examples are "regenerative" in some way?

"...able to or tending to regenerate—to regrow or be renewed or restored, especially after being damaged or lost."

**47**



When in doubt, the best approach is often to just do the opposite.

**48**



Don't fight change. Don't get stuck in old ways. Adapt like Timothy.

Here are a few things you may want to keep in mind...

49



4 mins

**Sometimes, we need a movement!**

52



4.5 mins

**Elevate authentic narratives.**

53



4.5 mins

**Of, for and by the community**

51



2 mins

**Create the space for people to have voice.**

54



3 mins

**Celebrate and give voice to what's working.**

# 5 RULES OF "THUMB"

50



3 mins

**Be visible + find your first followers.**

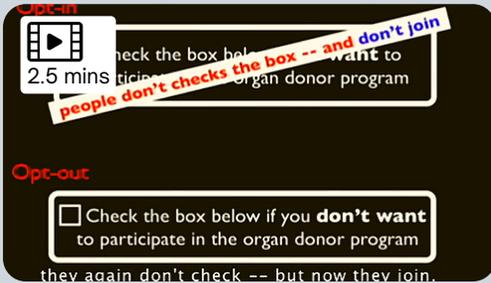
Within your design you'll want to employ creative, low energy cost ways to incentivize change.

55



**Be a CHOICE ARCHITECT.  
Use nudges.**

56



**Nudge the HOW of  
presentation.**

57



**Nudge the WHO.**

58



**Put joy in your innovation.**

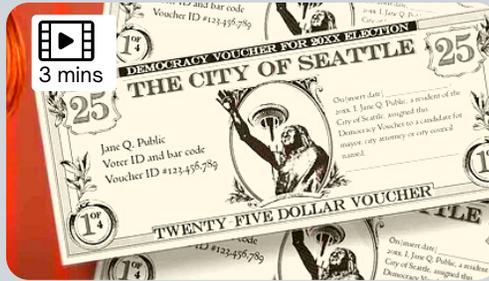
**Think about both what  
inspires and what might  
be getting in the way.**

61



**Sometimes you'll actually  
achieve addition through  
subtraction.**

60



**Design a new "currency."**

59



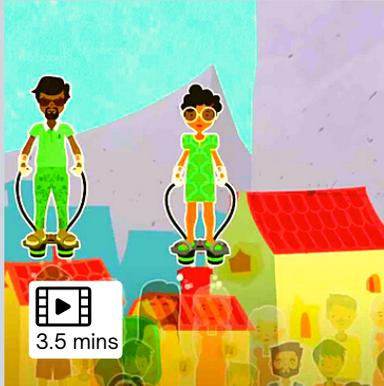
**Design a fun reward.**



# SCALING + GROWTH

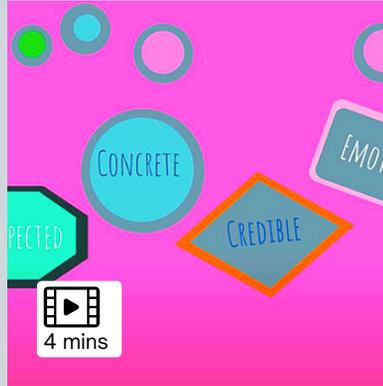
"It's not what you do. It's what you help set in motion."

62



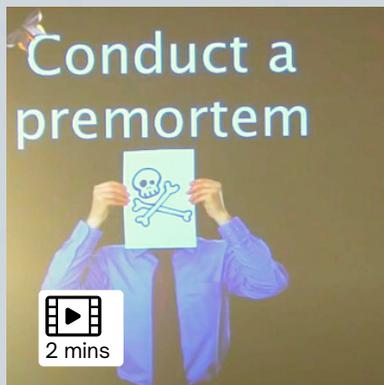
**Start with the innovators.**

63



**Get sticky!**

64



**Before you get going, think about why it won't work, not just why you think it will.**

65



**Seek out advice. Learn from the experience of others.**

maybe not from this guy

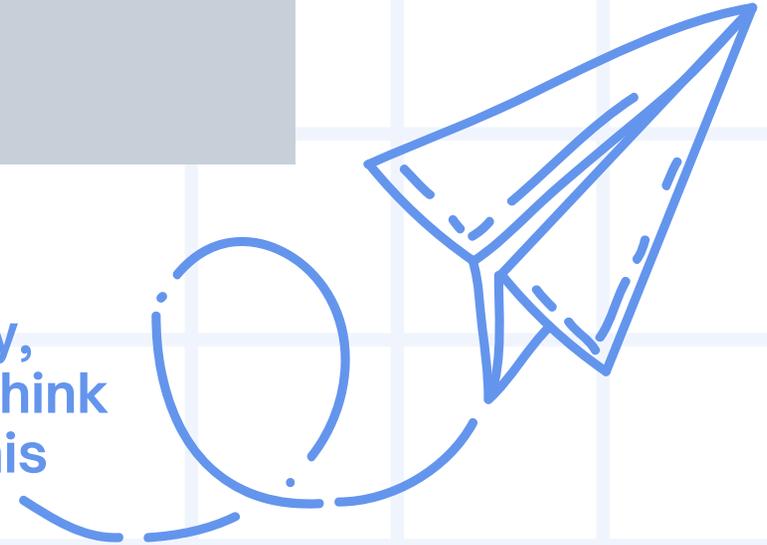
66



**In the end, be courageous, don't be intimidated and just start by doing what you can.**

Please share this with friends, family, students, and/or colleagues who you think might appreciate and benefit from this resource.

And certainly reach out if you'd like to explore some kind of collaboration.



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## ABOUT THE DESIGNER



## GREG VAN KIRK

Greg leads Social EntrepreneurU. He's a two-time Ashoka Globalizer Fellow and World Economic Forum "Social Entrepreneur of the Year for 2012 (Latin America)." He is a former Ashoka Leadership Group Member and led the StartEmpathy work in North America. Greg is the principal designer of the award-winning MicroConsignment Model, now being applied globally.

Over the course of 20 years he's founded, led and/or consulted for dozens organizations, teams and communities in the US, Canada, Mexico, Guatemala, El Salvador, Nicaragua, Colombia, Peru, Ecuador, Paraguay, Suriname, Brazil, Haiti, The Dominican Republic, Bosnia Herzegovina, Serbia, Egypt, Senegal, The Gambia, Guinea, South Africa, India and Thailand.

Greg's led/leads consulting engagements for organizations such as Levi Strauss Foundation, Visa Foundation, USAID, Chemonics, Inter American Development Bank, IFC, Solutions Journalism Network, VisionSpring, Soros Foundation, Church World Service, Water For People and Fundacion Paraguaya, amongst others.

He has designed social entrepreneurial experiences, taught courses and led workshops for thousands of students and professionals. He also contributes time as "Social Entrepreneur in Residence" at universities and has taught social entrepreneurship at Columbia University, NYU, Miami University and University of Wisconsin. He has served as an advisor for the Miami University Institute for Entrepreneurship.

Greg began working in rural small business development as a Guatemala Peace Corps volunteer in 2001. He worked in investment banking in San Francisco and New York for five years before arriving in Guatemala. Two deals he led at UBS during this time won "Deal of the Year" honors from Structured Finance International magazine.

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