Parameters for Effective Social Change

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The questions below will help you evaluate the effectiveness and potential scalability of your social change strategy. A key to social change effectiveness is shifting from a focus on pathology — what's wrong and how to fix it. To a focus on vision — what's desired and how to create it.

In the former, a social change strategy is defined by the problem. In the latter, by the imagination. One is reactive, the other proactive. If we wish to create the world anew, we must open up our imagination to the possible.

With a compelling vision of possibility, we then need to create a transformative strategy embodied in a social innovation designed to achieve measurable behavior change at scale. Finally, to determine if our social change strategy is effective, we need to develop metrics to measure its social impact.

Given the many challenges we face as a human species and planet we need to learn how to do good, better. These questions and the following social change pathway will assist you in doing that.

Your Social Change Strategy

1. Whom do you wish to empower to do what?
2. What behaviors do you wish these people to adopt?
3. What does behavior change at scale look like?
4. What is your strategy to achieve this?
5. How will you implement this strategy?

Your Social Change Effectiveness

1. What is your theory of change?
2. Why do you think it works or can work?
3. What is its track record or how will you test it?
4. What strategic issue(s) will it be applied to and why?
5. What is your definition of success and how will you measure it?

Your Social Change Impact

1. How can your strategy accelerate the magnitude of social change?
2. How can your strategy accelerate the speed of social change?
3. How can your strategy accelerate the quality of social change?

Thoughtfully answering these questions will take you on a journey. Your answers will evolve over time based on application and feedback. Social change is part science and part art. The more rigor we bring to it, the better our results. The more imagination, the better our world can become.

Social Change Pathway

These seven steps represent a pathway to creating effective and scalable social change. Each builds on the prior step and increases in level of difficulty and skill. This journey requires tenacity and constant iteration. Therefore, it needs to be deeply aligned with your purpose to make the requisite investment of time, psychic energy and financial resources.

1. Aspiration: Your inspiration to tangibly improve people's lives and make the world a better place.

2. Vision: Your vision of the world you wish to create.

3. Framework: A visual and/or written description of your social change strategy and social innovation to create the desired behavior change. Include your theory of change, why you think it will work, and how you will test your assumptions. The 13 questions above will assist you in designing your framework.

4. Prototype: A proof of concept in the world of the ability of your social innovation to produce measurable behavior change.

5. Pilot: Testing the effectiveness of the key facets of your social innovation. Including your *engagement strategy* (Are you getting people to participate?) *behavior change methodology* (Are they adopting the desired behavior change?) *replicability* (Are you successfully increasing participation in your social innovation?), and *overall social impact* (Are you achieving meaningful change?).

6. Demonstration: Testing of your social innovation in a minimum of 3-5 different contexts with demonstrated behavioral change and social impact.

7. Scale: Diffusion of your social innovation with metrics to measure the desired behavioral change and social impact at scale.

Further Information

● A second order change grand strategy: https://youtu.be/cENLnlwEF4M
https://reinventing.earth

- A second order change peace social innovation: https://docs.google.com/document/d/1BbsG0UPifTOgwokRLL4Sbzv9R1k8kZ8myxEAy8STvlM/edit?usp=sharing

- Peace on Earth by 2030 website: https://peace2030.earth

- Social Change 2.0: https://empowermentinstitute.net/societal-empowerment/

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