

Transformative Social Change Model



Ultimately we want to see things get done! We want visible **actions**, tangible new infrastructure and properly sustainable relationships among people, institutions and the planetary ecology.

The number of possible tasks and strategies we may dream up to effect change can be enormous, perhaps overwhelming. Therefore, we use a simple conceptual model and try to divide our limited resources towards balance amongst its parts.

Ideally, the parts in this model form a synergy that is positively reinforcing. Doing too much of one can lead to burnout because none of these are effective in isolation.

Before leaping to action in isolation, it helps to have a foundation of **information** and organizational **structure**. Information makes others feel that your actions have a purpose. Goal oriented actions are much more inspiring, and while you may think your goals are clear, can you communicate them clearly to others? Is it easy for you to share your reasoning effectively and efficiently?

An organization can help make your information more accessible. Organizations also have histories that can validate (or not) your information and goals. It may not be necessary to create a whole new organization. Perhaps become an adjunct to an existing one.

Coping with such enormous issues like Peak Oil and Climate Change is too much for any single organization. **Relationships** with other institutions are therefore critical. The role of a transformative change group within a society, to “birth” something new, can vary according to the need, but expect to be the following (midWIFE):

Watchdog (when your goals are threatened)

Incubator (when nobody else will get started)

Facilitator (developing and assisting partnerships)

Educator (to inform and enroll)

The diffusion of innovation model relates to this in the following way. Innovators (or Mavens) provide the core sets of arguments for change, i.e., data, **information**, contextual knowledge, and thinking out of the box, etc. They tend not to be as skilled at building organizational **structures**. This is where the early adopters (salespeople) shine. It falls to the opinion leaders (connectors) to nurture the **relationships** that are essential to the early adoption and transmission of the new changes throughout society.