


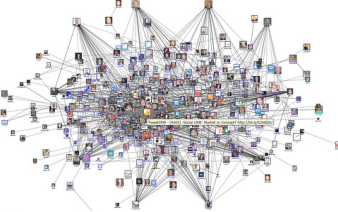



## Seven Stages of Social Innovation by the Amani Institute<sup>1</sup>



Stage	Description	Goal	How To Get There	Helpful Tools
	<p><b>Burning</b></p> <ul style="list-style-type: none"> <li>• understanding yourself, your motivations</li> <li>• discovering what you're passionate about</li> <li>• what are you burning to solve / resolve</li> <li>• understanding your 'why'</li> </ul>	<p>Aligning your whole self - your work, passion &amp; purpose</p>	<ul style="list-style-type: none"> <li>• journaling &amp; reflecting exercises</li> <li>• assessments eg</li> <li>• identify &amp; let go of barriers, blocks</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Jung based assessment article</a></li> <li>• <a href="#">U-Journaling exercise</a></li> <li>• <a href="#">Life Lenses™ online assessment</a></li> <li>• <a href="#">Simon Sinek 'Start with Why' Ted talk</a></li> </ul>
	<p><b>Sensing</b></p> <ul style="list-style-type: none"> <li>• identify assumptions</li> <li>• identifying information you need to gather</li> <li>• understanding 3 types of innovation based on levels of change &amp; impact(disruptive, platform, derivative)</li> <li>• move away from problem solving to problem finding</li> </ul>	<p>Understand the problem</p>	<ul style="list-style-type: none"> <li>• using all your senses to take a deep dive into understanding</li> <li>• ensure you're balancing the dance floor &amp; balcony viewpoints</li> </ul>	<ul style="list-style-type: none"> <li>• design thinking chapter of <a href="#">Daniel Pink's 'Whole New Mind' book</a></li> <li>• Amani activity: interview a colleague about their ideal wallet, then, using materials from around your office or house, make a prototype; show it to them &amp; debrief for any assumptions you may have made</li> </ul>

<sup>1</sup>(with additional resources & collation by Lee-Anne Ragan, [www.rpsinc.ca](http://www.rpsinc.ca))  
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Stage	Description	Goal	How To Get There	Helpful Tools
  	<p><b>Questioning</b></p> <ul style="list-style-type: none"> <li>learning to ask the right questions, questions that others aren't asking</li> </ul>	<p>Reframe the problem</p>	<ul style="list-style-type: none"> <li>asking why &amp; how questions &amp; then listening</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Funny questions</a> short video</li> <li><a href="#">The art of powerful questions</a> article</li> </ul>
	<p><b>Idea Networking</b></p> <ul style="list-style-type: none"> <li>hunting for ideas &amp; sharing them widely, &amp; building a network around them</li> </ul>	<p>Idea generation</p>	<ul style="list-style-type: none"> <li>mapping the system &amp; leverage points</li> <li>structuring /organizing your information</li> <li>adding new information to the problem</li> </ul>	<ul style="list-style-type: none"> <li>Fun exercise on pgs 18 &amp; 19 of this <a href="#">Amani pdf presentation</a></li> <li><a href="#">Blue Ocean strategy book</a> (on how to create a strategy map)</li> </ul>
	<p><b>Associating</b></p> <ul style="list-style-type: none"> <li>bringing different ideas together to create new ideas</li> </ul>	<p>Reframing</p>	<ul style="list-style-type: none"> <li>frame analysis- what is going on here?</li> <li>examining parties' needs, values &amp; how they perceive the problem</li> <li>mind mapping</li> <li>look for disconnects with in the individual, organization, organization to organization, individual to individual expect &amp; embrace failure</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">bubbl.us</a> a free online mind mapping tools</li> <li>slide 7 from <a href="#">this Amani PowerPoint</a></li> <li><a href="#">Creative Whack Pack cards app</a> from Roger VanOech</li> <li><a href="#">75 tools for creative thinking app</a></li> </ul>

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Stage	Description	Goal	How To Get There	Helpful Tools
	<p><b>Experimenting</b></p> <ul style="list-style-type: none"> <li>• testing the solutions</li> </ul>	<p>Prototyping Solutions</p>	<ul style="list-style-type: none"> <li>• use various types of prototypes (cards, storyboarding, role-play, social media)</li> </ul>	<ul style="list-style-type: none"> <li>• link to <a href="#">download a variety of free storyboard templates</a></li> <li>• or <a href="#">this one with a variety of templates (in word, PowerPoint etc) plus example storyboards</a></li> </ul>
	<p><b>Impacting</b></p> <ul style="list-style-type: none"> <li>• solving the problem</li> <li>• examining impact from beneficiaries', organization's, &amp; society's viewpoint</li> <li>• incorporating user feedback to refine</li> <li>• creating baseline for evaluation</li> <li>• build → test → learn</li> </ul>	<p>Solving with impact</p>	<ul style="list-style-type: none"> <li>• learning to pivot</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">'6 ways to pivot' blog post</a></li> </ul>

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Lee-Anne Ragan, MEd, BSW, ITC, is President of Rock.Paper.Scissors Inc. (RPS), an internationally renowned, award winning corporate training & entertainment company.

Check out our [training workshop diagnosis here](#) with outlines for courses such as:

- Working Better Together: Working Smart with Creativity & Humour
- Transforming Workplace Learning through Social Media
- Facilitating Participation
- One Size Doesn't Fit All: Conflict Resolution

**Other resources:**

Sign up to receive Lee-Anne's training focused blog at <http://www.rpsinc.ca/blog>

Check out her recommended reads: <http://www.rpsinc.ca/resources/astore.html>

Follow her on Twitter: @LeeAnneRagan

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Are you ready to see clearly? Check out Life Lenses™ - our interactive, online self-assessment tool: [www.life-lenses.com](http://www.life-lenses.com) & our Life Lenses™ blog at [www.life-lenses.com/blog](http://www.life-lenses.com/blog)