Learning from the Extremes:
Strategies for radical social innovation

Charles Leadbeater
Think of one innovation, that isn’t Apple…
Recipes and cakes
How you understand the question you ask will determine much of the answer you’ll get…
Using the spaghetti and the tape make the tallest possible tower...
Innovation culture
Innovation: The C’s

- Crisis: generates focus, urgency, sharing, new models
Innovation: The C’s

- Crisis
- Curiosity: space to explore, where do you have your best ideas?
Innovation: The C’s

- Crisis
- Curiosity
- Combination: finding new mixes and recipes often of old ideas
Innovation: The C’s

- Crisis
- Curiosity
- Combination
- Connection: look sideways, even backwards and borrow
Innovation: The C’s

- Crisis
- Curiosity
- Combination
- Connection
- Conversation: who is in it, who hosts it?
Innovation: The C’s

- Crisis
- Curiosity
- Combination
- Connection
- Conversation
- Challenge: ask stupid questions, useful deviants, support the future
Innovation: The C’s

- Crisis
- Curiosity
- Combination
- Connection
- Conversation
- Challenge
- Commitment: you don’t learn to swim standing on the side of the pool
Innovation: The C’s

- Crisis
- Curiosity
- Combination
- Connection
- Conversation
- Challenge
- Commitment:
- Co-creation: innovate for, but also with and even by customers
Innovation comes from creative communities with a cause
How to innovate new approaches to learning?
Traditional targets

More holistic social and emotional dimensions to service

New professional definitions

Self defined by people with professional support

Impact Goals Measures

Location

Innovation Type

Sustaining

Disruptive
Leading innovation

Location

Innovation Type

Sustaining

Disruptive

Inside

Manager
Detail
Incremental

Outside

Collaborator
Partner
Combiner

Visionary
Designer
Hacker

Entrepreneur
Campaigner
Community mobiliser
User/Professional Roles

Location

Inside

Professional to Recipient

Outside

Mix of professionals with Partner

Innovation Type

Sustaining

New professionals, wider mix of skills, users as co-producers within institution

Disruptive

People as self-producers with professional support when called for
Tool for improving current delivery

Bridging institution and community

Allowing new roles within redesigned institutions

Platforms for mutual self help and self production
Buildings

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<th>Location</th>
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<td>Disruptive</td>
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Mapping social innovation strategies