

Learning from the Extremes:

Strategies for radical social innovation

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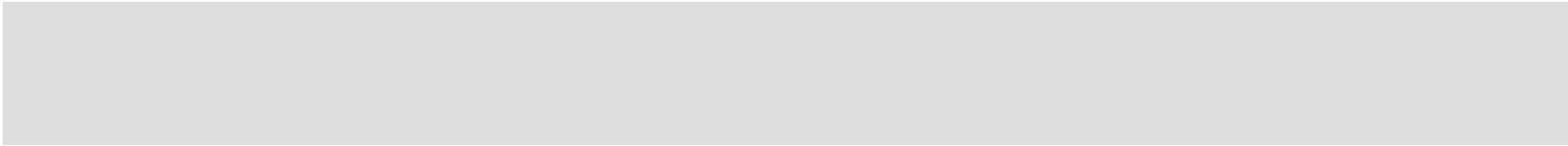
Think of one innovation, that isn't Apple...



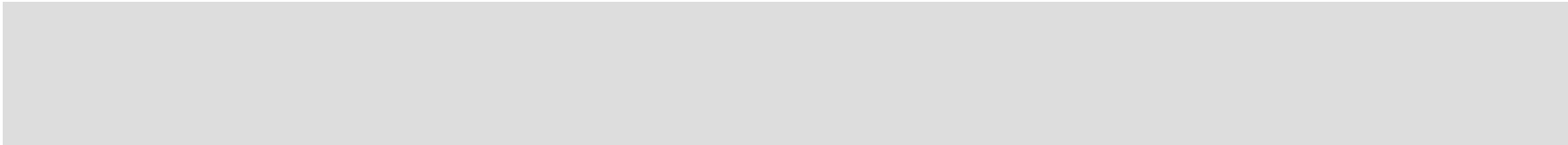


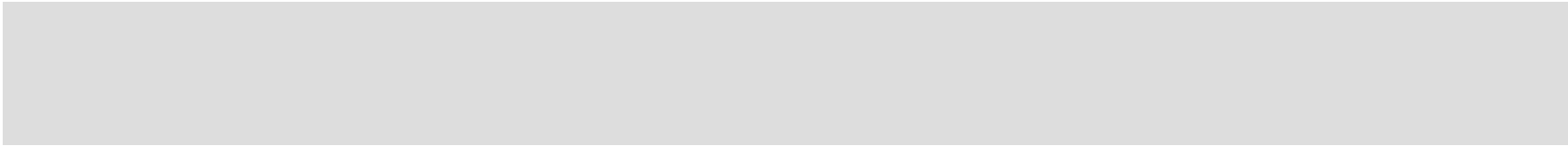
Recipes and cakes



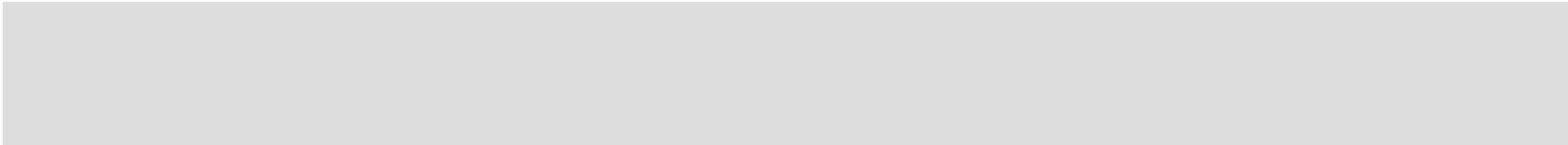


How you understand the question you ask
will determine much of the answer you'll
get...





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?

Impact Goals Measures

Location

Inside

Outside

Innovation
Type

Sustaining

Traditional targets

More holistic social and
emotional dimensions to
service

Disruptive

New professional
definitions

Self defined by people with
professional support

	Inside	Outside
Sustaining	Traditional targets	More holistic social and emotional dimensions to service
Disruptive	New professional definitions	Self defined by people with professional support

Leading innovation

Location

Inside

Outside

Innovation
Type

Sustaining

Manager
Detail
Incremental

Collaborator
Partner
Combiner

Disruptive

Visionary
Designer
Hacker

Entrepreneur
Campaigner
Community mobiliser

Sustaining	Manager Detail Incremental	Collaborator Partner Combiner
Disruptive	Visionary Designer Hacker	Entrepreneur Campaigner Community mobiliser

User/Professional Roles

Location

Inside

Outside

Innovation
Type

Sustaining

Professional to
Recipient

Mix of professionals with
Partner

Disruptive

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

People as self- producers
with professional support
when called for

Technology

Location

Inside

Outside

Innovation
Type

Sustaining

Tool for improving current
delivery

Bridging institution and
community

Disruptive

Allowing new roles within
redesigned institutions

Platforms for mutual
self help and self production

Buildings

Location

Inside

Outside

Innovation
Type

Sustaining

Existing stock

Community assets

Disruptive

Redesigned facilities

Piggyback on private
and social infrastructure

Existing stock	Community assets
Redesigned facilities	Piggyback on private and social infrastructure

Mapping social innovation strategies

