

# Springboard Innovation Manifesto



## 1. Anyone can create positive change.

The global urgency for community solutions is without debate. Each of us can identify how to promote change close to home and in distant places. Consider your own potential to lead change. Learn, connect, teach, share—*act*.

## 2. Each of us has a role.

Support the grassroots community members who step up. Universities must help develop ideas further. Business must offer new kinds of partnerships, engage in new kinds of strategies, develop new models. Present ideas at public forums. Help social investments flourish. The young must be there. The wisdom of the experienced should be requested. Everyone in a community holds a piece of our success. Invite everyone.

## 3. Local change begins with local expertise.

Essential expertise is found *within* a community. Outside “experts” see community needs rather than community strengths. Provide new data and success stories, *partner* rather than presume. This is not only supported by research, but ethical. Communities must be invited and helped to define their own solutions, and design their own futures. Honor and value the wisdom of place and experience.

## 4. Do your homework. Identify problems thoroughly.

Be clear about what change you want to create in the world. Know your domain. Articulate the gap you seek to fill. Focus your strategies and ideas on results, rather than activities. Ideas are sexy, but outcomes are lasting.

## 5. Action is good, effective action is best. Talk is neither.

Promote *learning-in-action* alongside learning *about*. Increase capacity through authentic and intentional experience. The desire to do something should be coupled with the *ability* to do something.

## 6. Make success accessible, learnable, and actionable.

Pay attention. Change leaders use strategies that can be distilled and made learnable to help others launch effective action. No one should have to start from scratch to make a difference in the world. Document and share success.

## 7. Innovation is essential.

We have to unlearn our traditional mental constructs. Do not let misunderstanding slow your optimism for a new idea. New ideas must percolate. Recognize, welcome, and nurture them. True innovation breeds more innovation—seek to disrupt the unjust equilibrium with an innovation that generates its own power.

## 8. Be efficient and resourceful—seek out and copy what works.

Seek effective strategies wherever they are found—business, the arts, children—other domains of thinking. Read widely. Gather with others outside your field. Build a 21<sup>st</sup> Century organization by pushing the limits of doing the business of change. Wealth, ideas, strategies, resources, assets are all around you, right now.

## 9. Be relentless.

The real truth about making a difference is putting one foot in front of the other, moving toward a better world. There is no one way, no right way, no perfect solution. The solution is simple—get busy, stay focused, pay attention.

## 10. Value those who serve others.

We ought not to have to ask permission to lead change. We will give money to buy a pig, yet we will not give money to pay the salary of those improving the world. We expect nonprofit employees to be saints, gladly living on bread and water. We will loan money to someone to make an air-fouling widget but not for cleaning up the fouled air. Recognize the value of those who are willing to work for a better future, and work to change attitudes.