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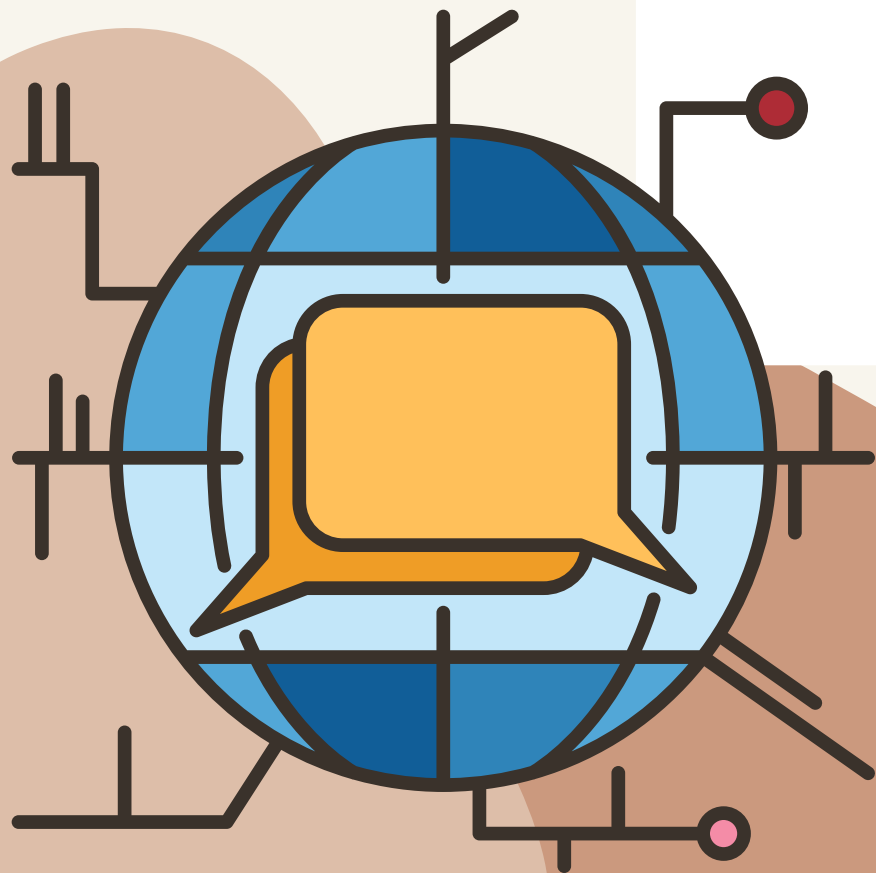
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***MY TOPIC***

AGENT OF SOCIAL  
CHANGE AND  
COMMUNITY



***LET'S BEGIN THE SESSION...***

# WHAT IS SOCIAL CHANGE IN SOCIAL WORK?



SOCIAL CHANGE IS THE PROCESS OF SHIFTING ATTITUDES, VALUES, AND ACTIONS TO ADDRESS SOCIAL PROBLEMS IN A POSITIVE WAY. ANYONE AT ANY AGE CAN BE AN AGENT OF SOCIAL CHANGE. BEING AN AGENT OF SOCIAL CHANGE IS AN ACTIVE WAY TO CREATE A SAFER, HEALTHIER FUTURE FOR YOU, YOUR RELATIONSHIPS, YOUR COMMUNITY, AND YOUR WORLD.

# HOW DO SOCIAL CHANGE AGENTS MAKE AN IMPACT?



THE IMPACT THEY MAKE DEPENDS ON HOW MANY PEOPLE THEY CAN INFLUENCE TO THINK AND ACT IN WAYS SIMILAR TO THEM. TO BE EFFECTIVE AT SOCIAL CHANGE, AN AGENT MUST BE EXCELLENT AT INFLUENCING OTHERS. LET'S LOOK AT SIX THINGS SOCIAL CHANGE AGENTS DO TO INFLUENCE OTHERS.



# 6 WAYS SOCIAL CHANGE AGENTS INFLUENCE OTHERS

## 1. SHOW IT IS IN THEIR BEST INTEREST

MOST PEOPLE ARE HESITANT ABOUT ANY TYPE OF CHANGE—EXCEPT WHEN THE CHANGE BENEFITS THEM

AS DR. DEAN GUALCO EXPLAINS , “ANYTIME YOU CHANGE SOMETHING, YOU HAVE TO THINK ABOUT HOW IT’S GOING TO BENEFIT SOMEBODY ELSE—AND THAT IS WHAT YOU PROMOTE.” HE GIVES THE EXAMPLE OF DOUBLING SOMEONE’S PAY.

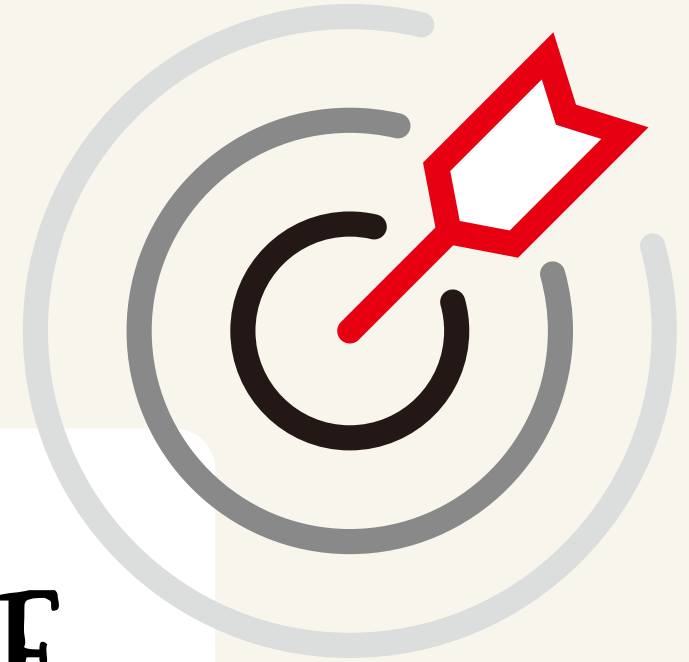
## 2. LISTEN

WHEN YOU WANT TO INFLUENCE  
SOMEONE, THE MOST IMPORTANT THING  
YOU SHOULD DO IS TAKE A STEP BACK  
AND LISTEN.



### 3. HAVE A CLEAR VISION

TO INFLUENCE OTHERS, A SOCIAL CHANGE AGENT MUST HAVE A CLEAR VISION AND MESSAGE. PEOPLE WHO WAVER OR ARE INCONSISTENT IN THEIR MESSAGE DRIVE OTHERS AWAY RATHER THAN INFLUENCE THEM







## 4. BE AWARE

SOCIAL CHANGE AGENTS ARE HIGHLY AWARE OF WHAT IS HAPPENING AROUND THEM AND USE THAT AS A TOOL TO INFLUENCE OTHERS. 4 CHANGE AGENTS TEND TO NOTICE THINGS OTHER DON'T, WHICH HELPS THEM DETERMINE WHAT NEEDS TO BE CHANGED AND HOW THE CHANGE WILL OCCUR.





## 5. BE FEARLESS

SOCIAL CHANGE AGENTS MUST BE FEARLESS. CHANGE AGENTS OFTEN FACE REJECTION AND RIDICULE, BUT HOW THEY DEAL WITH SETBACKS SEPARATES THEM FROM OTHERS. AN EFFECTIVE CHANGE AGENT IS FEARLESS AND DOES NOT LET REJECTION KEEP THEM DOWN.

*Fearless*

## 6. HAVE SOMETHING SOMEONE WANTS

FOR A SOCIAL CHANGE AGENT TO HAVE INFLUENCE, THEY MUST ALSO HAVE SOMETHING SOMEONE WANTS. IF THEY DON'T, THEY WON'T BE INFLUENTIAL. AS DR. GUALCO PUT IT IN HIS PRESENTATION ON SOCIAL CHANGE, YOU HAVE TO FIGURE OUT WHAT PEOPLE WANT. "IF YOU HAVE IT, YOU HAVE INFLUENCE," HE SAYS.

## WHAT IS POSITIVE SOCIAL CHANGE?

WHILE POSITIVE SOCIAL CHANGE SEEMS INHERENTLY DIFFERENT THAN TYPICAL SOCIAL CHANGE—EVEN IMPLYING THE EXISTENCE OF NEGATIVE SOCIAL CHANGE—ADDING THE WORD “POSITIVE” SIMPLY MEANS THAT PEOPLE’S LIVES ARE BEING IMPROVED AS A RESULT.



- # POSITIVE SOCIAL CHANGE RESULTS IN THE BETTERMENT OF SOCIETY, IMPROVING HUMAN AND SOCIAL CONDITIONS.
- # THESE CHANGES CAN OCCUR AT MANY LEVELS, INCLUDING FOR INDIVIDUALS, FAMILIES AND FRIENDS, COMMUNITIES, ORGANIZATIONS, AND LOCAL, STATE, OR FEDERAL GOVERNMENT.
- # THE DRIVING FORCES BEHIND POSITIVE SOCIAL CHANGE ARE IDEAS AND ACTIONS WITH REAL-WORLD IMPLICATIONS.

Think it  
Want it  
Get it

**THANK YOU SO MUCH  
EVERYONE**

BELIEVE IN  
YOURSELF