



Changemakers Toolkit

Making effective change

Changemakers Toolkit



Making effective change

Welcome to UnLtd's Changemaker's Toolkit. Everything you need to make effective change is here, from who to work with, to what tools you need. It is built on three key principles:

People are not personas

We've suggested three mindsets that work together to make effective change. None of us are only one of these personas, and each is needed for a project to be a success. We reckon most of the organisation tends towards Collaborator, with only a few Experimenters. That means we need to call out which perspectives are missing and practice occupying different perspectives on different projects.

Design isn't just doing what people tell you they want you to do

It is about understanding problems for defined groups, developing ideas that will solve the greatest challenges, and then testing to find which one works best. This applies to 'Goal Four: Working Alongside Social Entrepreneurs' too. If all we do is get good at reacting to ideas then we will fail. We need to be clear who we are creating change for, developing powerful insight, and testing ideas.

Tools are an inspiration, not a recipe

It is tempting to through a design process believing that if we do every step we'll be guaranteed success. We need to be asking whether we've got clearly defined problem to solve (hey Experimenters) and asking if ideas are really delivering the change that's needed or just getting good feedback (over to you Investigators). We've shared tools we think are helpful, but encourage people to tweak them, add to them, or design their own, as long as we don't lose sight of Principle #2

Changemakers Toolkit



Collaborator

Motto

Collaboration is the key to solving problems

Moment to shine

Getting a diverse group together at the start of project. This not only ensures we have diverse perspectives but gets us doing things together rather than stuck navel gazing.

Thinker
Doer
Maker



Investigator

Motto

You can't make effective change without being data led

Moment to shine

At the end of a project asking whether we have evidence of ideas changing behaviour and delivering impact, or if we're just getting feedback on whether or not people like it

Thinker
Doer
Maker



Experimenter

Motto

Don't let perfect be the enemy of good

Moment to shine

Are we clear on what problem we are trying to solve and for who? Is our user group too vague ("all social entrepreneurs") or our understanding of the problem too specific that it predetermines the solutions ("our email updates contain too much information")

Thinker
Doer
Maker



Changemakers Toolkit

The Design Journey

When you notice
a problem &
want to
understand it

DISCOVER

When you
need to make
sense of what
you have
learnt

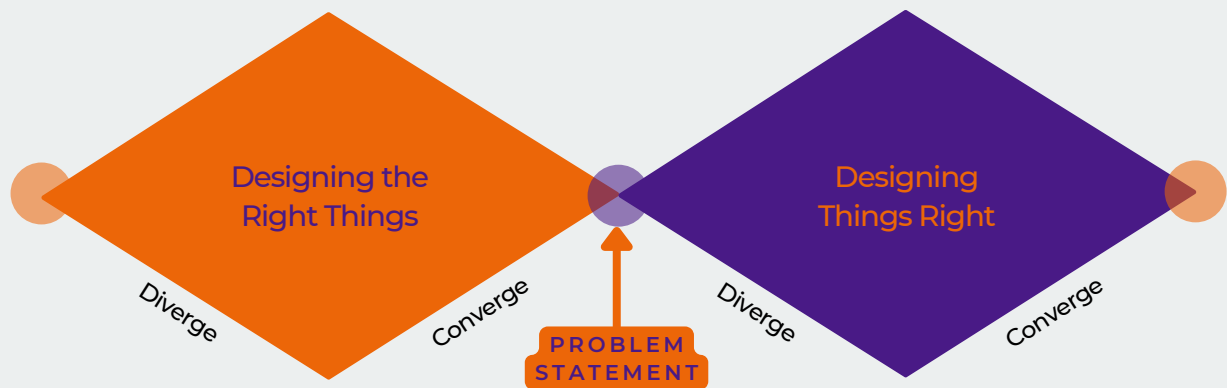
DEFINE

When you
need to come
up with more
ideas

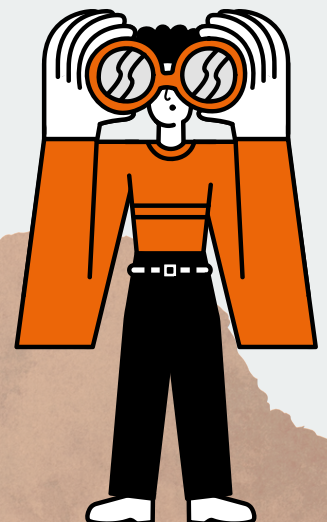
DEVELOP

When you
need to find
out which idea
would be most
effective

DELIVER

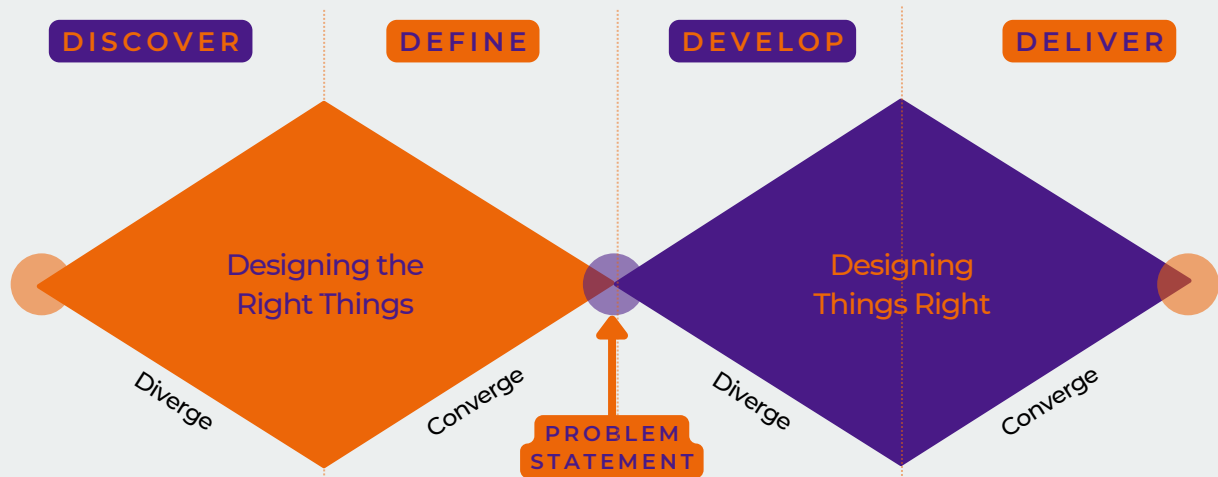


When you
need to come
up with a clear
brief for the
problem



Changemakers Toolkit

What are their roles at each stage?



Collaborator



Ensuring we have key + diverse perspectives of the problem. Bringing momentum through collaboration.*

Diversifying analysis and defining the problem. Bringing stakeholders into the room

Connecting with other projects and making sure they are moving from consultative to impactful action

Ensuring we are testing /working with SE's . Not assuming the solution too early. Sharing with the rest of the organisation.

Investigator



Bring rigour for analysis & research by making challenging assumptions, keeping a check quality of data + questions

Thinking about what we still don't know Asking more questions

Bringing ideas back to the problem, not just what people say they want

Ensuring we are getting good testing data/ setting up systems

"This isn't working, we need to look at other ideas" *

Experimenter



Asking what we will do? Making sure it's useful

Ensuring the problem statement triggers specific + impactful action *

How to prototype and test

Making things happen. Delivering ideas to action.

• These are your moments to shine

Click to explore tools



Collaborator



Investigator



Experimenter