

SIE CoLab

Social Innovation & Entrepreneurship

The pathway for sustainable change



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Status Quo:

The challenges facing our global community are unprecedented and unsustainable. A deadly pandemic, extreme weather patterns and wildfires, depleted and polluted natural systems, a shrinking middle class fueled by a growing income gap, wars on the ground and in cyberspace, fractured electorates, and global economies teetering on the brink.

People are tired, polarized, and paralyzed.

Conflict:

Individuals from all walks of life, including community, business, and government leaders, are feeling confused, overwhelmed, and disconnected. They are deeply concerned about the world which our children have inherited, a world in which the underlying beliefs and value systems that guide our current path urgently need a reset. Citizens everywhere want to understand how they can be part of creating a pathway for sustainable change.

We have a narrow window of opportunity over the next decade to chart a new approach. Albert Einstein taught us that you can't solve today's problems with yesterday's solutions. Our old responses, our old models are not working.

If subsequent generations are to have any hope of achieving a brighter future, we must collectively stop doing things the same old way while expecting different results. We need to solve problems by embracing innovative approaches that are based on a set of shared, human-centered values along with the best research and practices available that, when leveraged strategically and synergistically, can truly transform our way of life and the future of our children and grandchildren.

Resolution:

To systemically address this conflict, the Social Innovation and Entrepreneurship Collaboratory (SIE CoLab) is pioneering a completely new way of looking at and addressing complex challenges like those we're facing today. Why? Because people, businesses, communities, and governments are ready to commit, connect, and leverage their resources and talents to build and scale transformative and sustainable solutions, yet don't know how to effectively address these adaptive challenges.

A growing team of concerned leaders with expertise and experience across multiple sectors and disciplines have come together to launch the SIE CoLab social enterprise. This enterprise will operate within two affiliated organizations, the SIE CoLab Adaptive Leadership Institute (SIE CoLab Institute) and the SIE CoLab ValueNet. Together, these organizations seek to transform an unsustainable, economic-growth-centered way of life to a sustainable world that equally values and connects social, economic, and environmental priorities.

Through a social innovation and entrepreneurship (SIE) practice model, the SIE CoLab and its community-based partners and stakeholders work together to create transformative impact and sustainable change. While this work is challenging and multi-faceted, it's achievable through this pioneering SIE approach. By leveraging the right tools and engaging people who are ready for real and meaningful change, the CoLab is leading the way, one step at a time.

The First Step:

The SIE CoLab initiates its transformative work in partnership with one or more “community-based” public, private, and/or nonprofit organizations that have identified a *point of intervention* for systems change. Once identified, the community-based point of intervention allows a team of changemakers (change agents, innovators, and early adopters) to design a social impact model (a type of social innovation) through the resources, tools, and practices of the SIE CoLab Adaptive Leadership Institute’s four interconnected Centers.

The work of these Centers is based on decades of research and practice related to the best interdisciplinary thinking and innovation from across the private, public, and nonprofit/civic sectors. It represents a shift from placing disproportionate emphasis on economic-growth priorities to embracing a shared value system that equally prioritizes people, the planet, and prosperity—transforming our world to create a better life for all.

The Institute’s four Centers are described below:

- The Center for Human Potential & Impact provides new tools and services that prioritize equity and empathy in designing adaptive, community-driven solutions for our complex problems.
- The Center for Emergence & Resonance generates new ideas grounded in social innovation and entrepreneurship research and theory. It develops new practice models to support transformative changes that collectively benefit people, the planet, and prosperity.
- The Center for Collaboration & Acceleration provides community influencers, opinion leaders, and changemakers with a roadmap, “*The Seven Cs*”, and hands-on assistance to co-create a shift in current values and power structures needed for transformative change.
- The Center for Transformation & Stewardship invests in young leaders to bring about generational changes that lay the foundation for transformative communities by pairing seasoned professionals and retirees, known as Stewards, with emerging young student

leaders, known as Transformers, to create a talent pool of future “changemakers” who are ready to lead transformation.

Based on the same blueprint approach that allows an engineer or architect to sketch a project's design parameters, the SIE CoLab Blueprint approach enables “community-based point of intervention” partners to design their social impact model through the cutting-edge theory and practice of the CoLab’s SIE framework. The Blueprint includes focus-specific sets of SIE standards, patterns, and requirements related to the development and implementation of an innovative, effective, and scalable/replicable social impact model.

Together, the SIE CoLab and “community-based point of intervention” partner teams design and stand up a new, trusted social impact model that it is being built within a framework to catalyze, amplify, and accelerate sustainable systems change.

Accelerating Sustainable Change

Just as the Internet has joined previously-siloed computers to create a globally-connected “knowledge society,” the SIE CoLab ValueNet serves as a “network of networks” to scale and accelerate successful and emerging “community-based” point of intervention social innovations for large-scale impact, systems change, and transformation.

The SIE CoLab ValueNet connects innovative practices and policies with people and organizations to reset the core value proposition around which we’ve organized society from an “ordinary value proposition” that promotes endlessly maximizing economic growth over social and environmental priorities to a “transformative value proposition” that promotes an economic system working in tandem with social and environmental systems to achieve overall well-being. In other words, it’s about transforming our current value proposition to one that prioritizes humanity and life along with shared prosperity.

The time to act is now. We already have the essential framework, tools, and resources; the sense of urgency couldn’t be greater, and the window of opportunity is narrowing. A healthy planet, people who are able to fulfill their true potential, and prosperity accessible to everyone are achievable and sustainable changes we can attain in creating a future that works for everyone.



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