

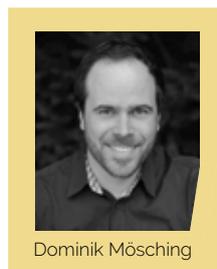
SOCIAL INNOVATION

HOW TO ENABLE (SYSTEMIC) CHANGE

with Björn Müller & Dominik Mösching

Are you looking to explore a new take on addressing "systemic challenges"? This STRIDE Lab will allow you to rethink your own assumptions, apply basic ethnographic observational skills and develop a fresh and grounded perspective on where and how to enable change and impact through the socio-material approach of practice theory.

<https://stride-learning.ch/labs/>



13-14
SEP
2019

30 hours effort
(includes pre- and post-assignment)



unCertificate
equal to **1 ECTS**- Credit Points


10 people
approximately


c/o IMPACT HUB ZÜRICH
Colab LOFT CORNER
Sihlquai 131, Zürich



Friday **5pm - 9pm**
Saturday **9am - 5pm**

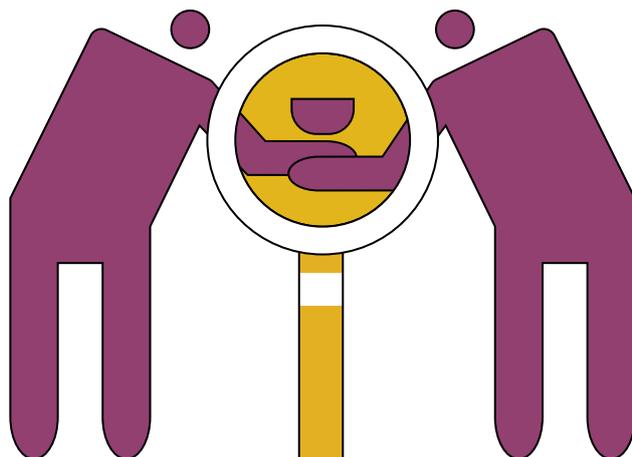
In this Lab, we focus on social innovation and how to enable the change and impact we want to see in the world.

After the Lab, you will be able to:

1 Understand the idea and the key elements of practice theory.

2 Apply practice theory to your change initiatives in marketing, training and education, awareness raising and campaigning, or organizational change.

3 Differentiate various theories of change based on their basic assumptions and evaluate their potential impact and practical implications.



4 Design an experimental innovation plan in order to test your change hypotheses and refine your impact.

STRIDE Labs are compact, innovative and highly practice-oriented 1.5-days co-learning formats by

STRIDE

Check out our different Labs <https://stride-learning.ch/Labs>



WHY

"The sources of changed behavior lie in the development and change of social practices."

Changemakers of all sorts - from coaches, organizational developers over social activists to policymakers and impact entrepreneurs - work with an implicit or explicit theory of change. Our assumptions play a key role in how we understand problems and challenges and how we construct ideas and solutions. Working with and on your own cases, in this LAB you learn from the latest social science research on how to understand behavior (and its change). You then put this know-how to use in designing solutions that support your cause by helping people to adapt a new product, service or "way of doing things." From a new systemic perspective, this LAB will allow you to strengthen your impact through lean and design-driven ways of understanding and supporting behavior change.



HOW

We will learn the "cooking techniques" - no recipes for making change exist - of how to prepare a delicious "menu of change" in society or organizations. Applying a novel social theory that offers an alternative to system theories and "operationalizes" the vague term of "culture" we jointly embark on a process of experimentation and sense-making.



LAB FACILITATORS

Björn Müller radiates that learning and change are happening on the fringe, in-between and across disciplines, people and things. Passionate about the impact of education and alternative ways of value creation (aka "business"), Björn co-founded STRIDE as well as BEAMagency, a "dream tank" and growing community of transdisciplinary thinkers. In his Ph.D. Björn developed "a practice theory of organizational creativity." Change and impact are key for his various engagements in research and practice. After years of making change work - within coaching, teaching, organizational development, and artistic interventions - Björn is convinced that nothing is more practical than a good theory.

Dominik Mösching dedicates his passion for generating participative change. For Dominik, education is about creating frictions: Fostering curious dialogue between ways of knowing unleashes transformative energy. In this vein, Dominik did his Ph.D. in "Organizational Studies and Cultural Theory" where he follows coffee practices along commercial networks in Colombia and Switzerland. In his research, Dominik explores globalization from a practice theory view and asks: How can we build inclusive worlds upon moving grounds? Dominik acts as Deputy Director of Staatslabor.



Learn more about our unSchooling and transformative learning approach: <https://stride-learning.ch/stride-magic>
Terms & Conditions at <https://stride-learning.ch/labs/rates>

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