



ESTABLISHED
BUSINESS

INVEST

Devote resources to
research and
development for the
long-term.



PREPARE



ESTABLISHED
BUSINESS

IMPROVE
Make production
processes more
efficient, cleaner and
less resource
intensive.



STABILISE



ESTABLISHED
BUSINESS

INNOVATE

Change your business
model to a service or
collaborative
consumption model.



RECONFIGURE



ESTABLISHED
BUSINESS

CHALLENGE

Lobby to accelerate
and amplify a policy
direction or regulatory
or legislative shift.

A large teal hexagon with the word "SCALE" in the center.

SCALE



ESTABLISHED
BUSINESS

PARTNER

Participate in a
multi-sector
communications campaign
that challenges the
prevailing view of a
situation.



REORIENTATE



ESTABLISHED
BUSINESS

INNOVATE

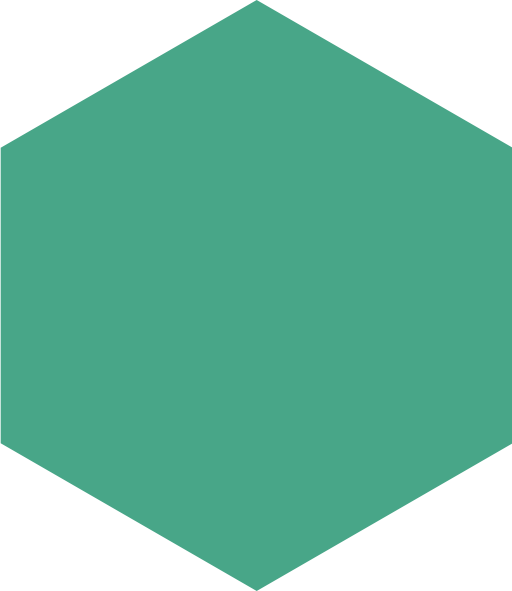
Launch a social innovation,
service or platform that
introduces a radically new
way of doing things - or
support someone else
to do it.



DISRUPT

A thick green hexagonal border frames the central text.

ESTABLISHED
BUSINESS





POLICY MAKER

REGULATE

Change the incentives
at play by raising or
lowering taxes and
adjusting other
thresholds.



PREPARE



POLICY MAKER

LEGISLATE

Introduce new rules
using new laws,
regulations and other
compulsory measures.

A large, solid olive-green diamond shape that fills the entire frame. The word "STABILISE" is centered within the diamond in white, uppercase letters.

STABILISE



POLICY MAKER

LEAD

Replace an old goal with a new one by introducing new policies, visions, constitutions or manifestos or by reforming existing ones.



RECONFIGURE



POLICY MAKER

INNOVATE

Take steps to magnify a change that's already started - for example by redistributing flows of finance, value or information.



SCALE



POLICY MAKER

INVEST

Fund research that introduces a new school of thought, or that point out the draw-backs of an existing one.



REORIENTATE



POLICY MAKER

CHALLENGE

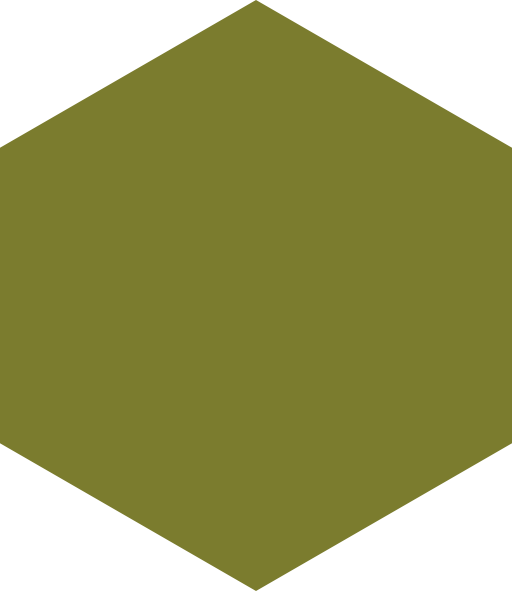
Make a decision that
undermines the interests
of established
organisations in order to
serve the wider public
good.



DISRUPT



POLICY MAKER





CITIZEN
INNOVATOR

INVEST

Enrich your own skills
and resources in ways
that build your
effectiveness and
resilience.



PREPARE



CITIZEN
INNOVATOR

CHALLENGE

Subvert a change that's
happening in society
that you don't agree
with.



STABILISE



CITIZEN
INNOVATOR

INNOVATE

Work collectively to
embody and bring to life a
new subculture.



RECONFIGURE



CITIZEN
INNOVATOR

MOBILISE

Advance your cause by
uniting with other
actors that share your
interests.



SCALE



CITIZEN
INNOVATOR

LEAD

Bring ideas into reality
that introduce controversial
ways of living and being.



REORIENTATE



CITIZEN
INNOVATOR

COMMUNICATE

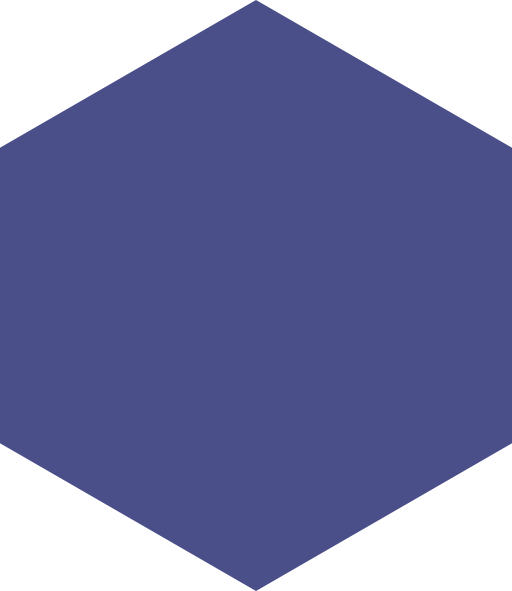
Hack the stories that
underpin our understanding
the world and our place in
it, to reveal the
alternatives.

A large, solid blue hexagon that fills most of the frame. In the center of the hexagon, the word "DISRUPT" is written in a white, sans-serif, all-caps font.

DISRUPT



CITIZEN
INNOVATOR





SMALL
ENTREPRENEUR

INNOVATE
Move first to seize or
create a market
opportunity.



PREPARE



SMALL
ENTREPRENEUR

INVEST

Embrace a change of
regulation that seeks
to adjust market
conditions.

A large, solid blue diamond shape that fills the entire frame. The diamond is oriented with its vertices pointing towards the top, bottom, left, and right edges of the image.

STABILISE



SMALL
ENTREPRENEUR

INNOVATE

Develop the new forms of
collaboration and
exchange you need in order
to grow.



RECONFIGURE



SMALL
ENTREPRENEUR

MOBILISE

Advance your cause by
uniting with other
actors that share your
interests.



SCALE



SMALL
ENTREPRENEUR

LEAD

Help to grow your market
through communications
that brings hidden needs
and opportunities into
the light.



REORIENTATE



SMALL
ENTREPRENEUR

CHALLENGE

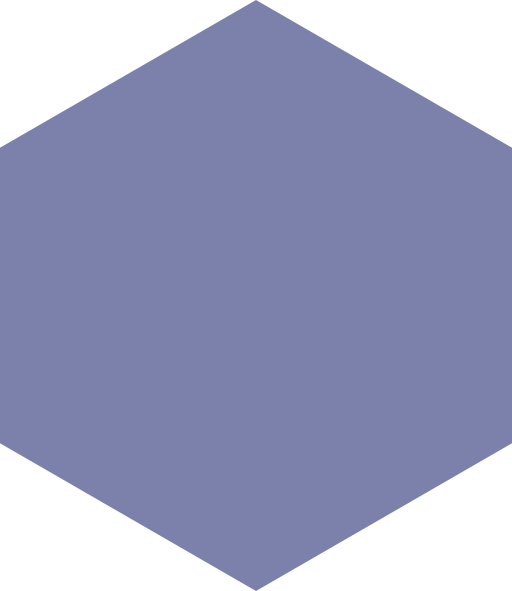
Make a radical
discovery freely
available for others to
adopt and apply in any
way they choose.



DISRUPT



SMALL
ENTREPRENEUR





CIVIL SOCIETY
ORGANISATION

CHALLENGE

Act to protect
something from being
eroded or to protect
something new so it
can establish.



PREPARE



CIVIL SOCIETY
ORGANISATION

MOBILISE

Lobby for measures to
slow down the pace of a
negative change to give
time and space for
corrective action.

A dark green diamond shape, which is a square rotated 45 degrees, centered on a white background. The word "STABILISE" is written in white capital letters in the center of the diamond.

STABILISE



CIVIL SOCIETY
ORGANISATION

LEAD

Foster a critical mass
of support and use it
to create pressure for
a fundemantal change.



RECONFIGURE



CIVIL SOCIETY
ORGANISATION

INVEST

Bring something niche
to the mainstream.

A dark green diamond shape, which is a square rotated 45 degrees, centered on a white background. The word "SCALE" is written in white, uppercase, sans-serif font in the center of the diamond.

SCALE



CIVIL SOCIETY
ORGANISATION

COMMUNICATE

Rally a movement to shift
the deeper values that are
driving behaviour in a
situation.



REORIENTATE



CIVIL SOCIETY
ORGANISATION

INNOVATE

Pilot a form of civic participation or value exchange that radically alters how people relate to one another.



DISRUPT



CIVIL SOCIETY
ORGANISATION

