Social Innovation for Business:
Putting it all together

1. **Explore opportunities:** Prompts, possibilities & diagnoses.

2. **Generate ideas:** Proposals, ideas, opportunities & problems.

3. **Develop & test:** Prototype, model, pilot, trial-and-error tests.

4. **Make the case:** Move beyond a project mind, convince the target audience.

5. **Launch and implement:** Gather support, celebrate the launch, implement with gusto.

6. **Scale, adapt and diffuse:** Strategize for scale - scale deep, wide, up and improvise.

7. **Change systems:** Record the collaborations and changes, document the shifts.

4. Mainstream & integrate

3. Develop & test

5. Launch & Implement

2. Generate Ideas

1. Explore Opportunities

6. Scale & adapt

7. Change systems

The Social Innovation Spiral