

1. Ask Bigger Questions

Elevate the conversation beyond the conventional & transactional. Frame within a wider societal context - a shared ambition for a Better Society. Start small – internal stakeholders and critical friends shape initial thinking & provocations.

2. Co-Design the Process

Introduce relevant stakeholders across multiple disciplines: corporate actors; politics & policy; academia & experts; campaigners & civil society groups; media & commentariat. Initial scoping event/roundtable to test and develop early theses, leading to a co-designed process. Establish foundation principles – a framework to guide future actions.

3. Convene a Relevant (and Dissenting) Crowd

Build Influencer Community – including those with Lived Experience – on peer-to-peer basis to ensure trust and relevance. Maintain constant dialogue as process develops – listen, learn & adapt. Programme to be advised and guided by the Community – always within the principles framework to ensure strategic objectives are met. Escape usual echo chambers by introducing dissenting views – but always in constructive mindset.

4. Capture Content

Use editorial-style content (written, audio, film) to articulate and capture new ideas & (policy) recommendations. Combine contributions from within and beyond the company – influencer community as active participants. Share across community as part of on-going dialogue and advisory.

5. Recommendations & New Policy Thinking

Set deadlines for publishing (early & final) recommendations. Identify target stakeholders (beyond those already engaged in influencer community) and ensure reach. Work alongside all agencies to help celebrate and socialise new thinking. Check-back against initial KPIs and measurement criteria. Share the findings with decision-makers and those that influence them.

