

# 3<sup>A</sup>

# 5R'S AREAS OF CHANGE

Our 5R's Workshop is just one of many ways to figure out how to change your system. We find it very effective, but only when given enough thought! It is here that change happens – where roles relationships and rules start rubbing together, combining with Resources to produce your Results.

After identifying three big systems affecting your problem, now is the time to get deeper. Use your knowledge about your problem to choose just one system to change and walk through the 5R's Workshop to analyze how to kick off change.



5R's Areas of Change  
Changemaking - Tools to Spark Deeper Change, by Odin Mühlenbein and Reem Rahman, Ashoka.  
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IDEAS &  
CONCEPTS

SYSTEMS  
TRANSFORM  
RESOURCES  
INTO  
RESULTS

3<sup>A</sup>

	ECONOMIC	LEGAL	CULTURAL
TYPES / ASPECTS	<ul style="list-style-type: none"> <li>Local (street food market) and international (fashion supply)</li> <li>Legal (bread at a bakery) and illegal (heroin at the street corner)</li> <li>Formal (job market for accountants) and informal (marriage market)</li> </ul>	<ul style="list-style-type: none"> <li>Local (rules for garbage collection) to international (WMT regulations)</li> <li>Topic areas: criminal law, traffic law, martial law, etc.</li> <li>Origins / status: case law, statutory law, law of the strong, laws of tradition</li> <li>Legislative, Executive, Judiciary</li> </ul>	<ul style="list-style-type: none"> <li>Ideologies</li> <li>Shared knowledge</li> <li>Arts: music, literature, performing arts</li> <li>Language (and other forms of communication)</li> <li>Dynamics with which culture spreads and changes, ways in which culture influences behavior and vice versa</li> <li>Interplay between culture and other systems, like the economy</li> </ul>
RESOURCES	<p>Natural resources, capital, labor, production assets, land, technology, trust, goodwill,</p>	<p>Existing body of law, time, money, expertise, goodwill, acceptance by society, evidence (in court proceedings), arguments,</p>	<ul style="list-style-type: none"> <li>Ideas</li> <li>Existing body of cultural artifacts</li> <li>Knowledge and skills</li> <li>Time and money</li> </ul>
ROLES	<p>Buyer, seller, producer, consumer, worker, professional association, union, certification agency, facilitator, mediator, arbitrator, marketplace,</p>	<p>Police, lawmaker, judge, accused, defender, prosecution, scholar, parliament, government, ministry, inspection authority,</p>	<ul style="list-style-type: none"> <li>Creator of new ideas and artifacts: artists, scientists, politicians</li> <li>Distributor of ideas: schools, parents, influencers, marketers, spin doctors, museums, friends</li> <li>Platforms for ideas to meet and change: scientific debates and journals, networks of artists, coffee houses, internet discussion boards</li> <li>"Consumers" and users of culture</li> </ul>
RELATIONSHIPS	<p>Buys from, sells to, certifies, mediates between, matches demand and supply, moves information along, create price transparency for</p>	<p>Consults, makes proposals, decides among themselves, adjudicates on, tries to convince, implements,</p>	<p>Spreads idea to, influences norms, values, prejudices, or aesthetic preferences of</p>
RULES	<ul style="list-style-type: none"> <li>Taxes</li> <li>Laws: patent and copyright laws, labor laws, investment laws, international trade laws</li> <li>Policies within companies: HR, organizational paradigms, procurement, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Government and parliamentary system: constitution, parliament proceedings, design of ministries</li> <li>Court proceedings</li> <li>Ways to look at the law</li> <li>Social norms, e.g. around corruption</li> </ul>	<p>Ideologies, social norms, values, prejudices, and aesthetic preferences</p> <p>Norms in certain fields or cultural institutions, e.g. how theatre plays are produced or what 'real rap' is</p> <p>Rules around subsidies and public investments in culture</p>
RESULTS	<p>Economic value: jobs (number, their qualities, accessibility and distribution), profits and their distribution, demands of buyers getting met</p> <p>Innovation, pollution, cultural consequences, influences on politics, distribution and concentration of market share, who can participate in which roles, etc.</p>	<ul style="list-style-type: none"> <li>Laws getting introduced, changed, applied, revised, etc. The effect of laws, e.g. economic, social, cultural, ecological, etc.</li> <li>Verdicts and legal opinions</li> <li>Societal perceptions about the state, government, parliament, etc., shifts in voters' preferences, e.g. for parties, candidates, or political platforms</li> </ul>	<ul style="list-style-type: none"> <li>New or changed ideologies, social norms, values, prejudices, and aesthetic preferences</li> <li>Behaviors and their effect, including in other fields (like cultural effects on the economy)</li> </ul>

