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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

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IDEAS & CONCEPTS

SYSTEMS TRANSFORM RESOURCES INTO RESULTS

3A

ECONOMIC

LEGAL

CULTURAL

TYPES / ASPECTS

- Local (street food market) and international (fashion supply)
- Legal (bread at a bakery) and illegal (heroin at the street corner)
- Formal (job market for accountants) and informal (marriage market)

- Local (rules for garbage collection) to international (WFM regulations)
- Topic areas: criminal law, traffic law, martial law, etc.
- Origins / status: case law, statutory law, law of the strong, laws of tradition
- Legislative, Executive, Judiciary

- Ideologies
- Shared knowledge
- Arts: music, literature, performing arts
- Language (and other forms of communication)
- Dynamics with which culture spreads and changes, ways in which culture influences behavior and vice versa
- Interplay between culture and other systems, like the economy

RESOURCES

Natural resources, capital, labor, production assets, land, technology, trust, goodwill

Existing body of law, time, money, expertise, goodwill, acceptance by society, evidence (in court proceedings), arguments

- Ideas
- Existing body of cultural artifacts
- Knowledge and skills
- Time and money

ROLES

Buyer, seller, producer, consumer, worker, professional association, union, certification agency, facilitator, mediator, arbitrator, marketplace

Police, lawmaker, judge, accused, defender, prosecution, scholar, parliament, government, ministry, inspection authority

- Creator of new ideas and artifacts: artists, scientists, politicians
- Distributor of ideas: schools, parents, influencers, marketers, spin doctors, museums, friends
- Platforms for ideas to meet and change: scientific debates and journals, networks of artists, coffee houses, internet discussion boards
- "Consumers" and users of culture

RELATIONSHIPS

Buys from, sells to, certifies, mediates between, matches demand and supply, moves information along, creates price transparency for

Consults, makes proposals, decides among themselves, adjudicates on, tries to convince, implements

Spreads idea to, influences norms, values, prejudices, or aesthetic preferences of

RULES

- Taxes
- Laws: patent and copyright laws, labor laws, investment laws, international trade laws
- Policies within companies: HR, organizational paradigms, procurement, etc.

- Government and parliamentary system: constitution, parliament proceedings, design of ministries
- Court proceedings
- Ways to look at the law
- Social norms, e.g. around corruption

Ideologies, social norms, values, prejudices, and aesthetic preferences
 Norms in certain fields or cultural institutions, e.g. how theatre plays are produced or what 'real rap' is
 Rules around subsidies and public investments in culture

RESULTS

Economic value: jobs (number, their qualities, accessibility and distribution), profits and their distribution, demands of buyers getting met
 Innovation, pollution, cultural consequences, influences on politics, distribution and concentration of market share, who can participate in which roles, etc.

- Laws getting introduced, changed, applied, revised, etc. The effect of laws, e.g. economic, social, cultural, ecological, etc.
- Verdicts and legal opinions
- Societal perceptions about the state, government, parliament, etc., shifts in voters' preferences, e.g. for parties, candidates, or political platforms

- New or changed ideologies, social norms, values, prejudices, and aesthetic preferences
- Behaviors and their effect, including in other fields (like cultural effects on the economy)



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5 R'S AREAS OF CHANGE

- 1** Pick the one system you can focus on:
- 2** Briefly list 2-3 prominent parts of the system that needs changing. Use the checklist at the bottom for help. Feel free to draw!

RESOURCES

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ROLES

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RESULTS

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CHECKLIST: ARE ANY OF THE 5R'S:

- MISSING? ILLEGITIMATE? IN CONFLICT? WEAK? UNNECESSARY? INCENTIVIZED FOR BAD RESULTS?
- NEEDING TO BE SHIFTED TO A DIFFERENT TYPE? I.e., 'formal' instead of 'informal', 'local' instead of 'national', less hierarchical, etc.

