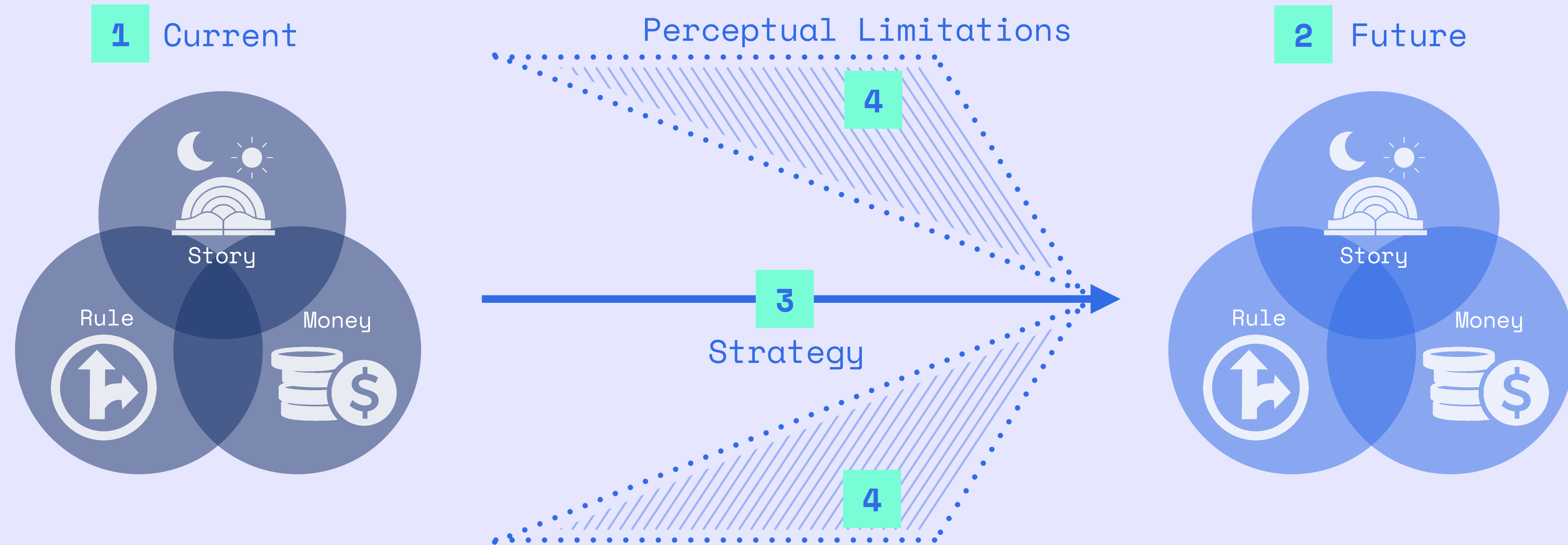


SRM Workshop

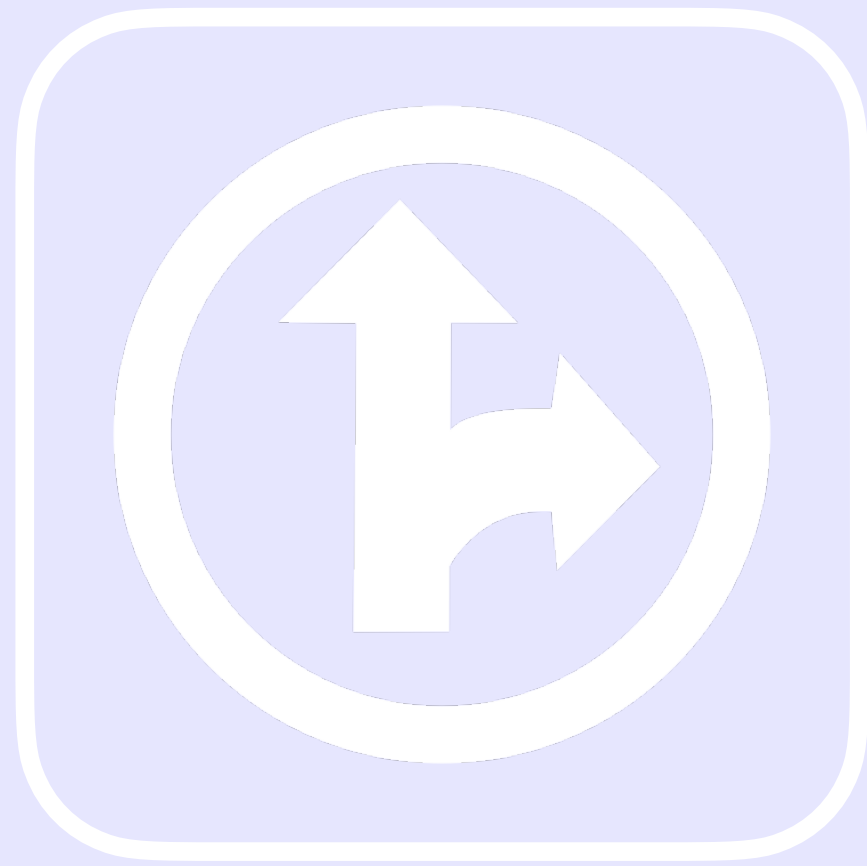


SRM is a framework for systems intervention. It provides three critical lenses – **story, rule, money** – for analyzing any given system’s propensity to change through intentional design. Key areas for investigation include how individual stories become collective narratives, how the process of narrative co-creation helps to align values, create incentives, change behaviors and shift power structures, and how access to capital is determined by the interplay of all these elements.

# Workshop Goals



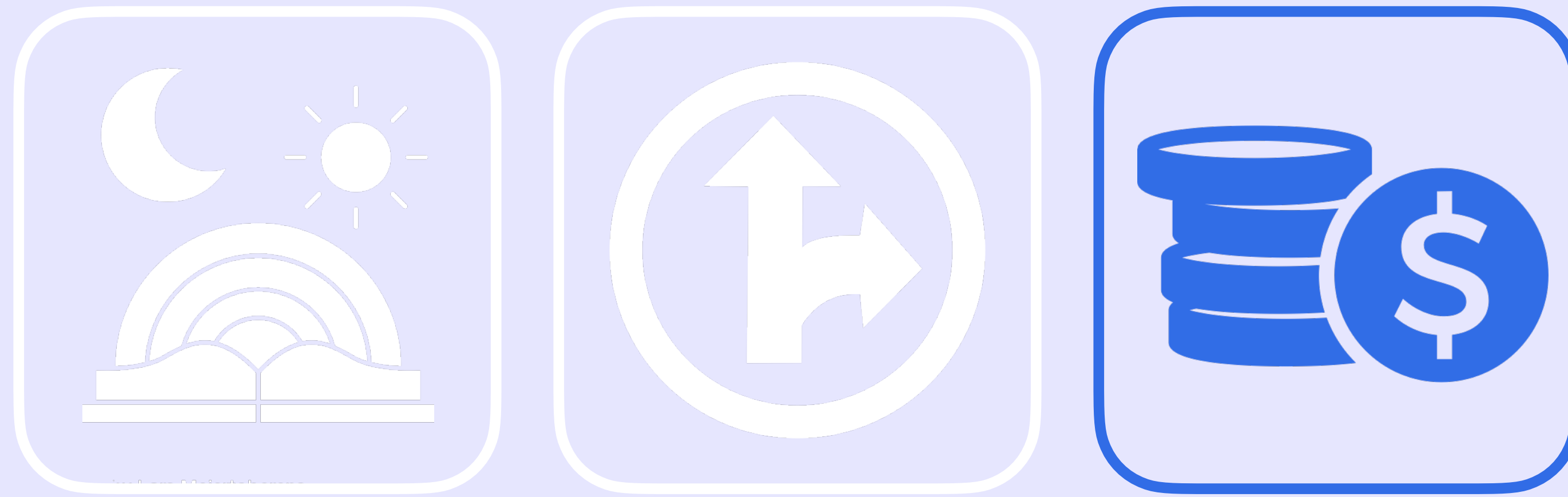
1. Create an SRM map of the **current** system central to your Shared Future
2. Create an SRM map of the **future** system central to your Shared Future
3. Map SRM **change strategies** to shift from the current reality to the future reality
4. Challenge assumptions and discover **perceptual limitations**



**Q:** What does **story** mean to you?  
How is it important for architecting a future state?



**Q:** What does **rule** mean to you?  
How is it important for architecting a future state?

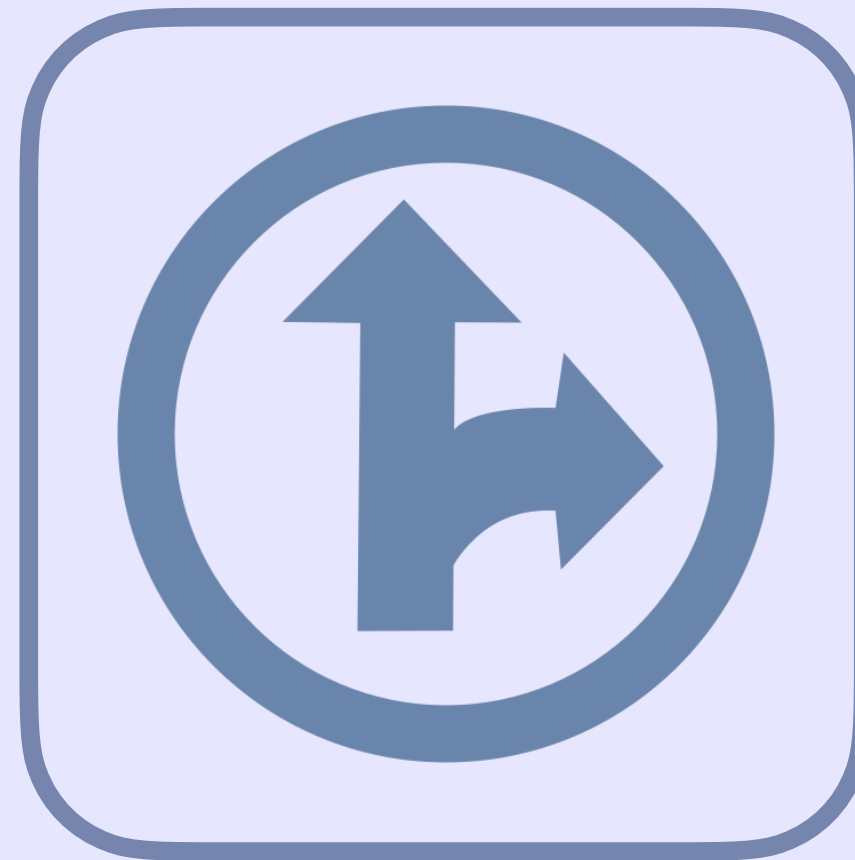


**Q:** What does **money** mean to you?  
How is it important for architecting a future state?

# Old Reality



Black people are inferior to white people. They need to be kept separate and should not be allowed to vote.



Jim Crow Policies



Primarily low wage jobs were available to black workforce and financing was biased.

# New Reality



Black people are equal and are deserving of the same rights and access as white people.



Civil Rights Act; Fair Housing Act

Redlining abolished

Affirmative Action



Access to financing and scholarships for education and businesses increased.



**Story**



**1.**

Identify, understand and craft a story that represents your Shared Future vision



**2.**

Identify similar and conflicting stories from stakeholders and relevant communities



**3.**

Engage in narrative co-creation to turn multiple stories into a powerful narrative

# 1. Our Story

- Who is the protagonist?
- Who is the audience?
- Who are the stakeholders?
- Where/how did the story first emerge?
- What are the values represented by this story?
- What is the intention behind this story?
- Did the story come from single-voice or co-creation?

## 2. Story Ecosystem

STORY 1	STORY 2	STORY 3	STORY 4	STORY 5	STORY 6	STORY 7	STORY 8
Similar Protagonist	Similar Protagonist	Different Protagonist	Different Protagonist	Similar Protagonist	Similar Protagonist	Different Protagonist	Different Protagonist
Similar Audience	Different Audience	Similar Audience	Different Audience	Similar Audience	Different Audience	Similar Audience	Different Audience
Similar Values	Similar Values	Similar Values	Similar Values	Different Values	Different Values	Different Values	Different Values
Head of a small family farm	Head of a small family farm	Head of a large agricultural co.	Head of a large agricultural co.	Head of a small family farm	Head of a small family farm	Head of a large agricultural co.	Head of a large agricultural co.
Local community	Global clients	Local community	Global clients	Local community	Global clients	Local community	Global clients
Regeneration	Regeneration	Regeneration	Regeneration	Growth	Growth	Growth	Growth

## 2. Story Ecosystem

### Strategy

- Co-creation based on shared values
- Expand archetype
- Expand audience
- Multiple dimensions of the same archetype
- Multiple value propositions to the same audience



# 3. Narrative

- Is there an emerging narrative based on all the stories?
- Identify/expand stakeholders
- Identify communities potentially affected by the narrative
- Develop co-creation strategy for collective narrative
  - Interviews
  - Design sessions
  - Town halls

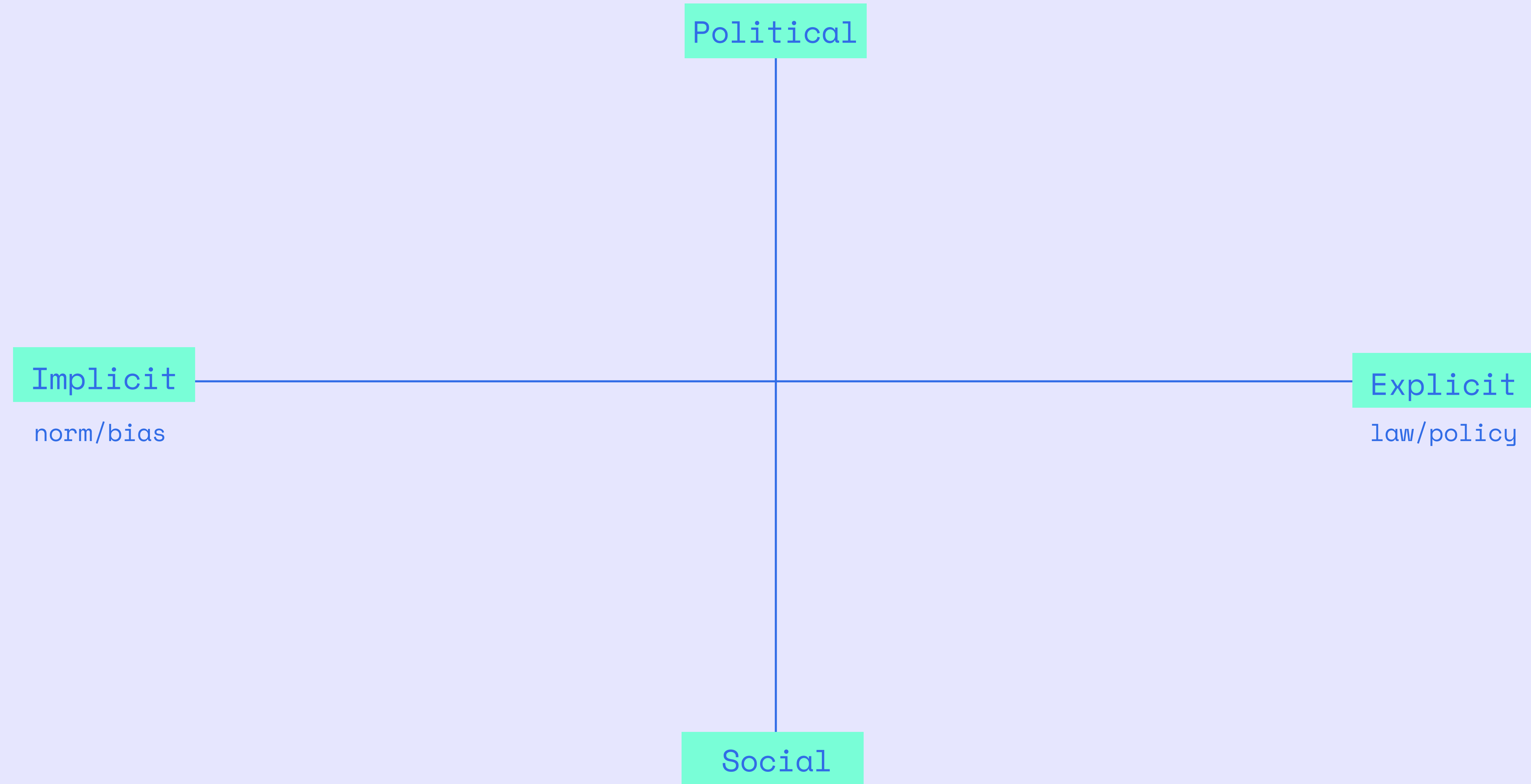
**Rule**

# Behavior

- What determines the behavior of the story protagonist?
- What are the behaviors we intend to change?
- What drives those behaviors?

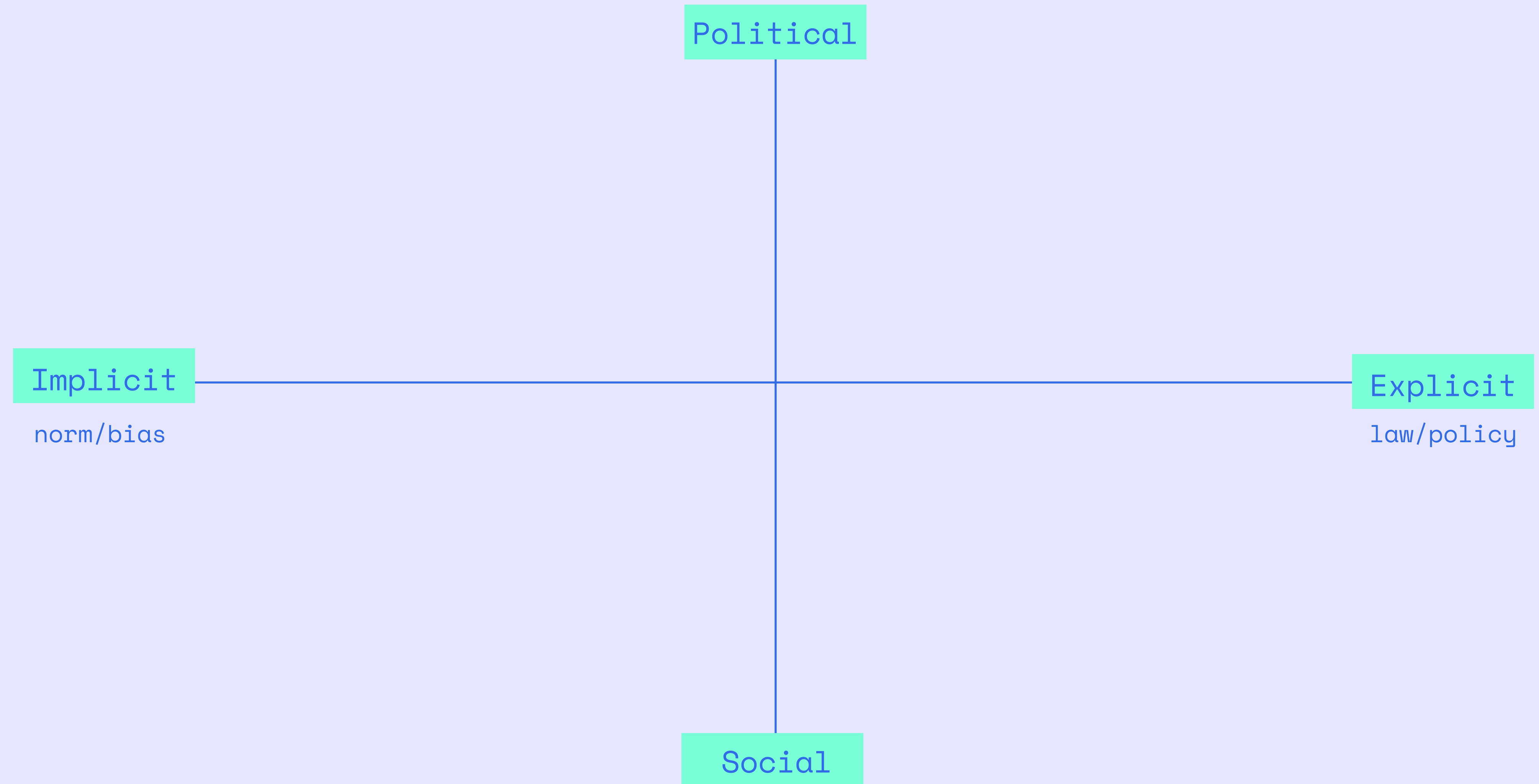
Name the behavior: \_\_\_\_\_

**Current:** Map the rules driving this behavior now



Name the behavior: \_\_\_\_\_

**Future:** Map desired rules to change this behavior



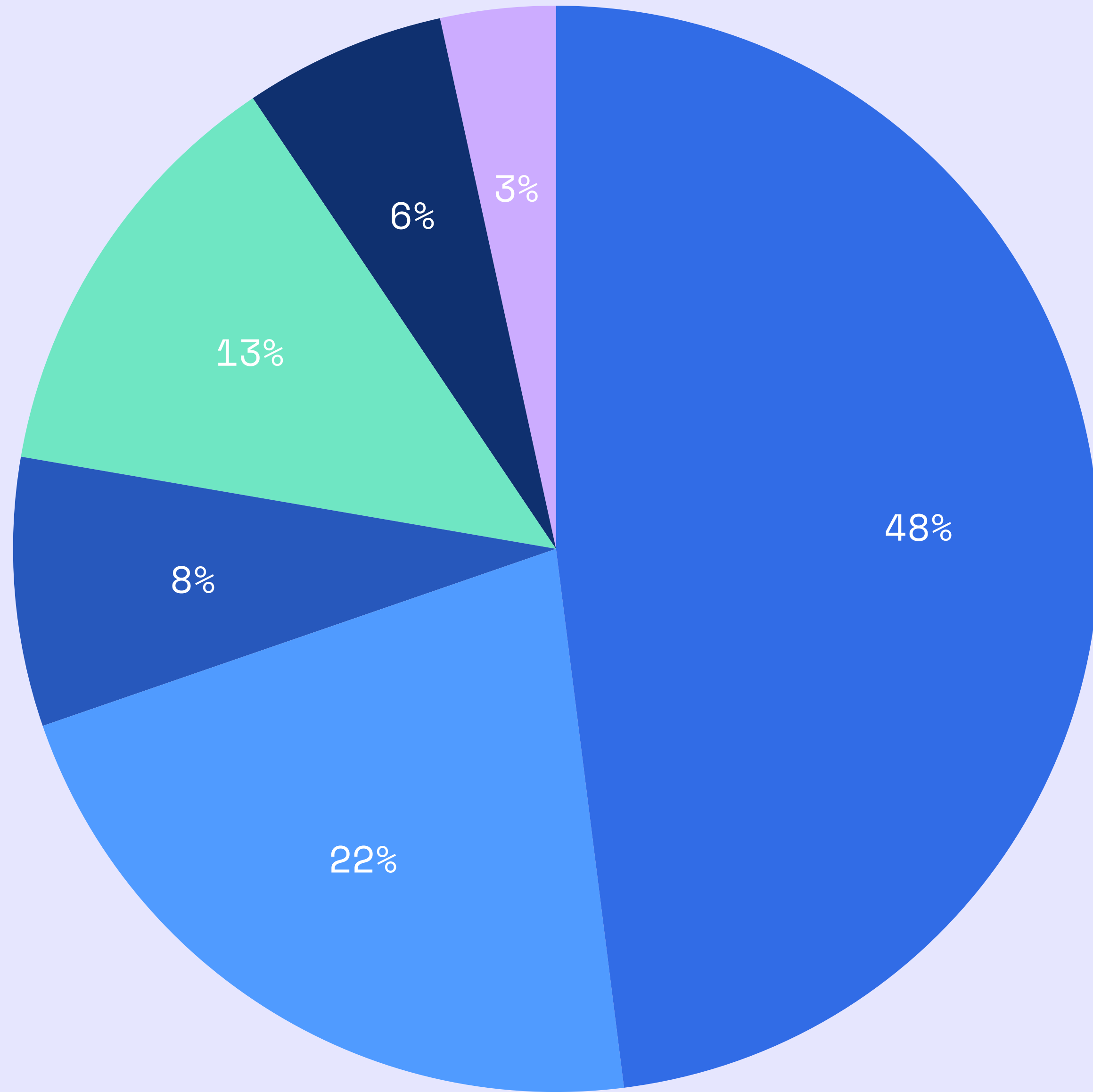


How would you change  
your story after mapping  
the rules that drive  
target behavior?

**Money**

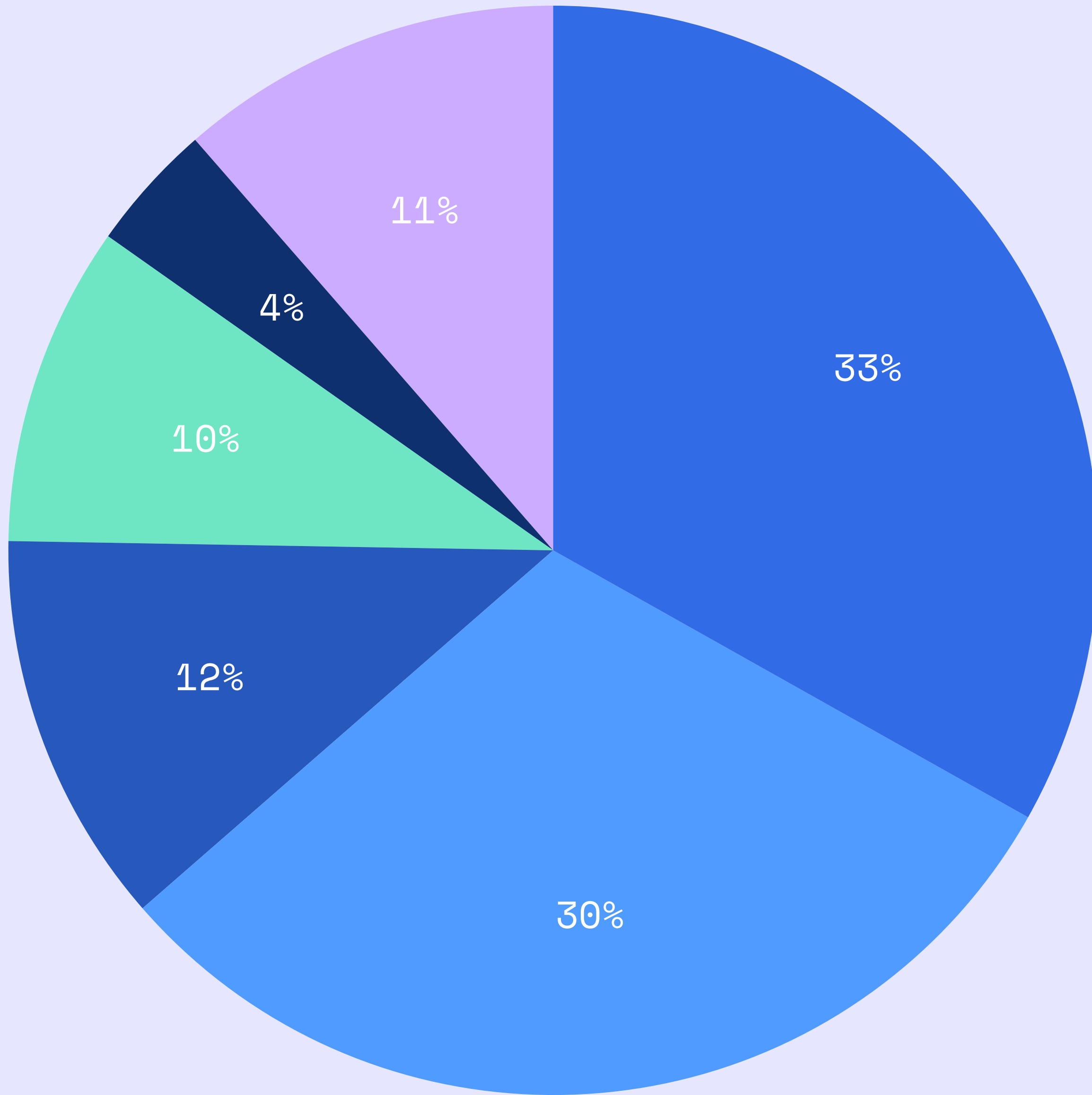
# Resource mapping

- How much financial resources have been directed toward supporting or inhibiting your **story**?
- How much financial resources have been directed toward supporting or inhibiting your entire **story ecosystem**?
- What's the ratio of the above?
- How much more financial resources do you envision going toward supporting or inhibiting your **co-created narrative**?
- Do you need money to help change the rules governing behavior, or have you identified rules that can help to drive financial resources?
- In the current system, how is wealth generated, controlled and distributed?
- In the future system, show is wealth generated, controlled and distributed?



### Current

- Untapped funds & revenues
- Funds unlocked by narrative change
- Funds unlocked by behavior change
- Antagonistic funds
- Unknown/potential new mechanism
- Secured funds & revenues



### Future

- Untapped funds & revenues
- Funds unlocked by narrative change
- Funds unlocked by behavior change
- Antagonistic funds
- Unknown/potential new mechanism
- Secured funds & revenues



