

7. Expect More Individual Responsibility

Another important strategy for the social innovator is based on an understanding that progress requires citizens to move from passive recipients of public services to active participants in civic life. As an innovator, you can do this by giving citizens—as clients—a greater voice in determining and evaluating the services they receive. As important, ensure that these same individuals are included in both identifying problems and in solving them.

Below are some relevant tips and tools at the innovator's disposal:

Replace patronizing systems

- Don't assume those seeking assistance will always be in need.
- Give citizens choices and hold them high expectations.
- Ask for feedback on services and take that feedback seriously.

"Client" Choice

- Allow choice to promote greater personal responsibility and engagement.
- Promote competition to incentivize and enforce quality.
- Address challenges of choice programs, especially in education.

Curing the Expectation Gap

- Raise expectations for individual lives and the communities in which clients live.
- See the potential in individuals that can be fulfilled once barriers are removed.
- Leverage the power of social networks of family and friends.