

9. Advocate for Success

You should expect that traveling down this path to solutions that transform the system and bring measurable results will generate an enormous amount of highly focused and intense opposition to your efforts.

Without an engaged and supportive general populace to counter the inevitable opposition, serious reform is unlikely. In a democracy little can compete with an engaged public in helping the political benefits of innovation outweigh the costs.

Below are some strategies for animating the public around your innovation:

Tapping into a Shared Identity

- Activate citizens by tapping into a shared goal or interest.
- Meet people where they are—such as a school or place of worship.
- Mobilize families around the notion that something is wrong by showing something right.

Building Trust and Commitment

- Solidify reputation for reliability; creating infrastructure and a service model.
- Give the activated group tools and direction to build broader public support.
- Hold elected officials accountable.

Animating the Face of Change

- Build broader public support by capturing the voice of those most affected.
- Amplify voice by demonstrating something tangible around which citizens will mobilize.
- Shine a light on poor performance and ineffective processes.
- Understand both your audience and opposition.