



# Social Change 2.0: A Blueprint for Reinventing Our World

*David Gershon*

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If change is the mantra of our moment in history, *Social Change 2.0* may be poised to become its bible. Drawing on his three decades in the trenches of large-scale societal transformation, David Gershon described by the United Nations as a graceful revolutionary, offers an original and comprehensive roadmap to bring about fundamental change in our world.

So many of the assumptions we have been operating with as a human community have proven faulty that we must now literally re-envision them. And with the accelerating unraveling of our planet's life support system and the deterioration of so many of our social systems, we are being called upon to create rapid transformative change. But the current social change tools at our disposal of governmental command and control, financial incentives, and citizen protest - Social Change 1.0 - were designed for slow-moving, incremental change.

Not only must we reinvent our world, but also the process by which we achieve this reinvention. If the current social change tools are not sufficient, what else do we have? According to systems theory, when the current solutions prove inadequate for the magnitude of change required, a system goes into stress and begins to break down. What is required to help the system evolve is a second order change solution or a solution capable of transforming and reorganizing it to a higher level of performance. *Social Change 2.0* represents such a solution for our social systems.

It has a simple and some might say radical premise: that the natural starting point for changing our world for the better is us. That taking personal responsibility to make the needed changes within ourselves and our communities is the foundation for changing our institutions, not the other way around. That people are willing to make these changes if empowered by a personal vision and the means to bring it to fruition. That these changes can be accelerated and reinforced with the right laws and financial incentives, but the process begins with us.

To bring about this type of change we need leadership schooled in the competencies of transformative social change. With our planet on the line and with such a propitious opening available for transformation available as the world strives to reinvent itself, change leaders need to playing at their best. *Social Change 2.0* provides a blueprint to help them do just that.

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