

Convincing the system to innovate: a case study

Chris Dabbs

Unlimited Potential

“Making the world a happier and healthier place to live.”



Overview

- What does Unlimited Potential do?
- How do we work with commissioners to convince them to take risks?
- How can your organisation make the case for innovative approaches to be commissioned?



Unlimited Potential

What does Unlimited Potential do?



3



Who we are

- Social enterprise, based in Salford
- Innovation Awards - GM Chamber 2011, Salford Business Awards 2012, 2015
- Realising the Value local partner site 2016



INVESTORS
IN PEOPLE

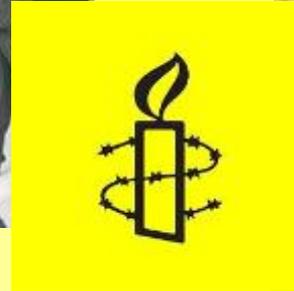


Golden thread – social innovations

- co-operatives
- public libraries
- kindergartens
- international aid
- Samaritans
- consumerism
- human rights
- distance learning



Which?



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Golden thread – social innovations

- hospices
- environmentalism
- microcredit
- Fairtrade
- open source
- participatory budgeting
- self-management
- Specialisterne



Expert Patients
Programme



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What we do

Social innovation for happiness:

1. Ideas generation
2. Proof of concept
3. Development
4. Mainstream delivery



Innovation



Innovation



Delivery

- Being Well Salford
- Health Trainers
- Healthy Communities
- It's A Goal!
- Smoke-Free Spaces



Working with commissioners

How do we work with commissioners to convince them to take risks?



Social Innovation

- **Social innovation** is the process of designing, developing and growing new ideas to meet social challenges.
- **Societal innovation** is social innovation that meets challenges across a whole society.
- Innovation that leaves behind a stronger capacity for society to act.



Why risk innovation?

- new requirements
- “market”
- demography
- technology
- economy
- environment
- politics / legal



Dadly Does It



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Salford Dadz

- Men experiencing severe and multiple disadvantage
- Fathers as an asset for children's wellbeing
- Positive deviance approach
- Sharing strengths and hidden wisdom
- On fathers' territory and fathers' terms
- Working shoulder-to-shoulder
- Doing fun things the children want to do



Impact

- Children – better relationships, better well-being
- Mothers – improved family relationships and views of men
- Fathers – identity, well-being, employability
- Social return of at least £1:£13 for fathers, £1:£3 savings in children's services alone
- *"I know what my dad's done for me. Everything he's done for me I can pass on to my kids."*
(teenage boy)



Making the case for innovative approaches

How can your organisation make the case for innovative approaches to be commissioned?



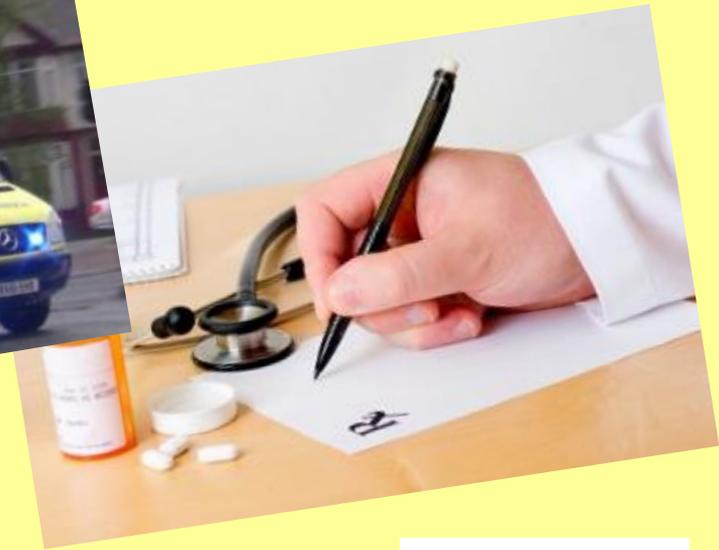
Barriers

- common assumption that innovation = science and technology
- lack of clear policy, structures, routes and finance for social innovation
- impeding lack of research and knowledge in social innovation



Starting point

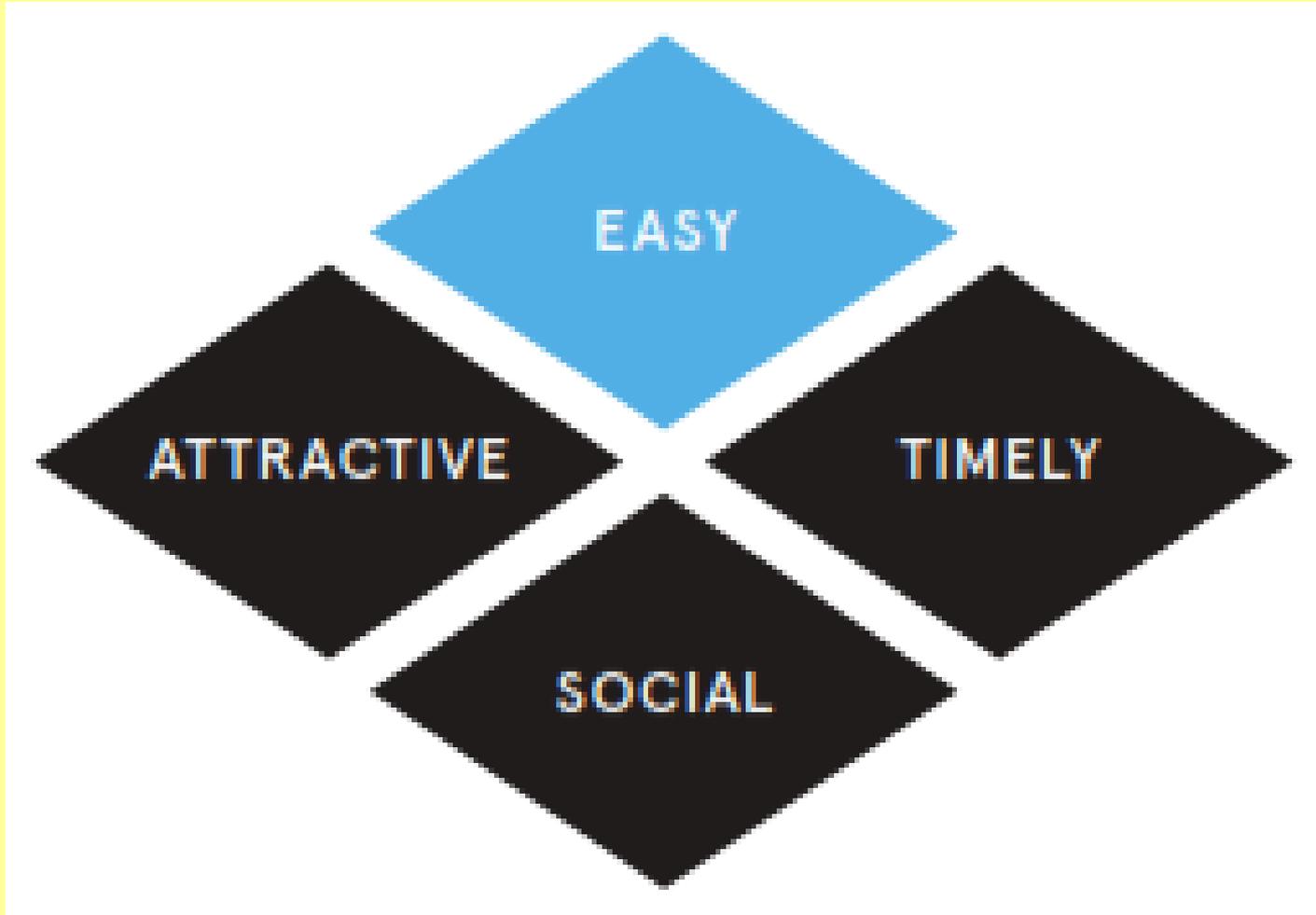
It is what they are buying, not what you are selling, that matters



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Spreading Change



Easy

Make engagement easy

Start small

EASY

Attractive

**Highlight the benefits
to practitioners,
managers and
commissioners**

Reframe risk

ATTRACTIVE

Share stories

Social

SOCIAL

**Incentivise
whole groups**

Widen teams and train them together

Timely

**Incentivise
change now**

TIMELY

**Make tools
timely**

**Change
mindsets**

Tipping point

“And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom”



Thank you

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