



# THE COMPLETE INVENTORY LIST

What's a Changemaking Trimtab? Go to page 5.

[tinyurl.com/cctboxctinv](https://tinyurl.com/cctboxctinv)



Following is the complete list of 22 Changemaking Trimtabs categorized in pairs by 11 thematic hashtags. The changemaking hashtags are as follows:

- #ASSET MINDSET**
- #GENDER EQUALITY**
- #THINK INSIDE THE COMMUNITY**
- #TRANSFORMATION**
- #SOCIAL CAPITAL**
- #POSITIVE KNOCK-ON OUTCOMES**
- #DESIGNING FOR CONTEXT**
- #COUNTER-INTUITIVE DESIGN**
- #INTRINSIC MOTIVATION**
- #BUILDING CHANGEMAKING ECOSYSTEMS**
- #VISION + IMPACT**

## #ASSET MINDSET

When you apply an asset mindset, you start with a focus on strengths, not weaknesses. You start with assets, not deficits. Changemakers approach their work with an asset mindset. They work to learn aspirations and try to leverage strengths before focusing on weaknesses.

- |                          |                                               |                    |
|--------------------------|-----------------------------------------------|--------------------|
| <input type="checkbox"/> | <b>CT1 CHANGE THE NARRATIVE</b>               | <b>pp. 26 - 27</b> |
| <input type="checkbox"/> | <b>CT2 LEAD WITH COMMUNITY VOICE + CHOICE</b> | <b>pp. 28 - 29</b> |

## #GENDER EQUALITY

Gender inequality has always been and continues to be pervasive. Changemakers prioritize including gender equality strategies in the DNA of their changemaking innovations.

- |                          |                                                          |                    |
|--------------------------|----------------------------------------------------------|--------------------|
| <input type="checkbox"/> | <b>CT3 FOCUS ON THE WELL-BEING OF GIRLS + WOMEN</b>      | <b>pp. 30 - 31</b> |
| <input type="checkbox"/> | <b>CT4 HELP EMPOWER WOMEN AS LAST MILE PROFESSIONALS</b> | <b>pp. 32 - 33</b> |

## #THINK INSIDE THE COMMUNITY

Changemakers start by looking for solutions that already exist in communities. Often there's already a solution for a problem. It just hasn't been noticed, optimized, and/or scaled.

- |                          |                                                  |                    |
|--------------------------|--------------------------------------------------|--------------------|
| <input type="checkbox"/> | <b>CT5 SPOTLIGHT BRIGHT SPOTS</b>                | <b>pp. 34 - 35</b> |
| <input type="checkbox"/> | <b>CT6 OPTIMIZE COMMUNITY ABILITIES + ASSETS</b> | <b>pp. 36 - 37</b> |

**#TRANSFORMATION**

Oftentimes changemakers innovate by simply adding a dose of imagination and creativity to what's already on hand. Changemakers design innovations that transform the way people view things, produce things, use things, and do things.

- |                          |                                        |              |
|--------------------------|----------------------------------------|--------------|
| <input type="checkbox"/> | <b>CT7 REDUCE, REDIRECT, REIMAGINE</b> | <b>p. 38</b> |
| <input type="checkbox"/> | <b>CT8 CATALYZE CIRCULARITY</b>        | <b>p. 40</b> |

**#SOCIAL CAPITAL**

Social capital is the value derived from relationships in a community. Its existence is essential for sustainable and scalable positive change to happen. It's a cheat code. Changemakers leverage existing social capital and build new opportunities for social capital to take root and flourish.

- |                          |                                                         |                    |
|--------------------------|---------------------------------------------------------|--------------------|
| <input type="checkbox"/> | <b>CT9 BUILD PEER-FOR-PEER FRAMEWORKS</b>               | <b>pp. 42 - 43</b> |
| <input type="checkbox"/> | <b>CT10 BUILD PURPOSE-DRIVEN TEAMS + TEAMS OF TEAMS</b> | <b>pp. 44 - 45</b> |

**#POSITIVE KNOCK-ON OUTCOMES**

More often than not, the most catalytic positive outcomes happen as a second or third-order consequence of an action. Knock-on outcomes are actually what most changemaking innovation is all about. Changemakers create the conditions for this type of positive domino effect to begin.

- |                          |                                                            |                    |
|--------------------------|------------------------------------------------------------|--------------------|
| <input type="checkbox"/> | <b>CT11 CREATE OPPORTUNITIES FOR CATALYTIC CONNECTIONS</b> | <b>pp. 46 - 47</b> |
| <input type="checkbox"/> | <b>CT12 SOLVE ONE KIND OF PROBLEM TO SOLVE ANOTHER</b>     | <b>pp. 48 - 49</b> |

**#DESIGNING FOR CONTEXT**

Just because a solution works in one context doesn't mean it will work in another. Changemakers work to get a deep understanding of the context in order to design innovations that are as empathetic, equitable, and empowering as possible.

- |                          |                                     |                    |
|--------------------------|-------------------------------------|--------------------|
| <input type="checkbox"/> | <b>CT13 RESTRUCTURE IT</b>          | <b>pp. 50 - 51</b> |
| <input type="checkbox"/> | <b>CT14 MAKE PRICING THE ONRAMP</b> | <b>pp. 52 - 53</b> |

**#COUNTER-INTUITIVE DESIGN**

Our intuitive decisions are affected by a swamp of biases, personal experiences, cultural contexts, and emotions, to name a few. Changemakers recognize that often when something isn't working, success comes from doing things that are contrary to what our intuition tells us.

- |                          |                                                 |                    |
|--------------------------|-------------------------------------------------|--------------------|
| <input type="checkbox"/> | <b>CT15 CONFRONT COMPLEXITY WITH SIMPLICITY</b> | <b>pp. 54 - 55</b> |
| <input type="checkbox"/> | <b>CT16 DO THE OPPOSITE</b>                     | <b>pp. 56 - 57</b> |

### #INTRINSIC MOTIVATION

Extrinsic motivations such as financial gain, rewards, and acclaim definitely matter. However, changemakers recognize that intrinsic motivations can be the biggest drivers of positive change. Changemakers focus on creating and nurturing opportunities driven by intrinsic motivations such as purpose, joy, community, self-actualization, and personal growth.

- CT17 FORTIFY EVERYDAY ACTIVITIES** pp. 58 - 59
- CT18 PRIORITIZE PROXIMITY** pp. 60 - 61

### #BUILDING CHANGEMAKING ECOSYSTEMS

A changemaking ecosystem is a community of people who continuously work together to create positive change. Changemakers work to build and empower changemaking ecosystems that create systemic and sustainable change.

- CT19 BUILD A PRIORITIZATION ECOSYSTEM** pp. 62 - 63
- CT20 BUILD A MUTUALLY SYMBIOTIC ECOSYSTEM** pp. 64 - 65

### #VISION + IMPACT

Changemakers aspire to create big, systemic changes. They define what that means and share it broadly. And they understand that, when it comes to changemaking, seeing is believing and inspiring.

- CT21 DEFINE + SHARE THE BHAG** pp. 66 - 67
- CT22 SHOW IT** pp. 68 - 69

**NOTES:**

*GVK notes -*

- *The size of the problems we're confronted with are asymmetrical with the amount of resources we have to solve them. This means the only way to "win" is by creating "force multipliers" by empowering teams of teams.*
- *Whenever I'm at a table with a group of people trying to understand and/or solve a problem, I look at an empty chair and ask, "Who isn't here that should be sitting in that chair?" It's usually the person most affected by the problem.*

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