



# Social Innovation for Business: Explore Opportunities

## The Social Innovation Spiral

A social innovation (SI) is any public or business initiative that supports people in their efforts to flourish and grow. There are many phases in the process of developing SI. The main thing is to start small and begin with something that addresses an important human or ecological need. It's amazing what can happen once you get started!

**Begin your SI journey by creatively exploring possibilities.** Notice all those events that highlight the need for innovation. This could be anything that creates an opportunity or a problem, a crisis, a change, a windfall, a bad outcome, or a surprise. Diagnose the problem, reframe the issue, and question the assumptions so that you can explore possible solutions



### Prompts, Inspirations, Diagnoses

- Recognize the problem or opportunity.
- Move from the symptom to the origin.
- Frame the question so it prompts you into taking action with others.
- All social innovations can be part of an environmental solution.
- Find others who will listen and contribute

### Ask intriguing questions

- Reflect on root causes & triggers
- Ask questions! Can this be the cause? What might happen if we do it this way? Will we inspire others if we take this approach?
- Find a question or an idea that excites you and others, makes you curious, and leads to partnerships