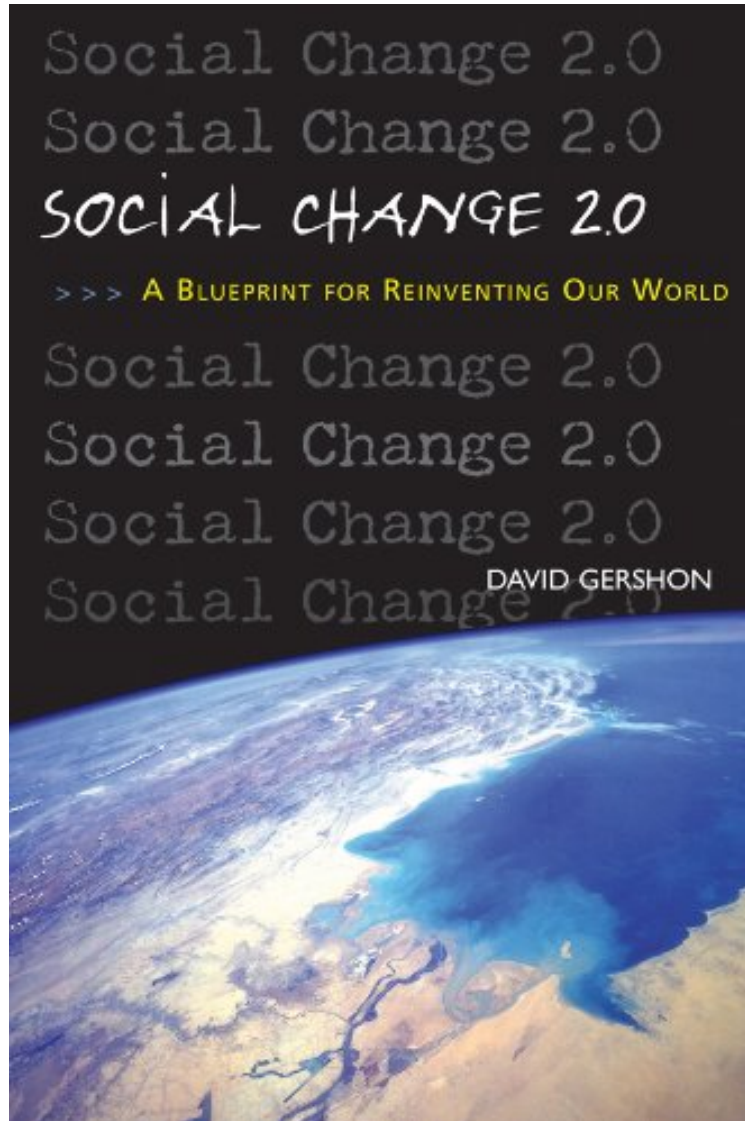


[Free and download] Social Change 2.0: A Blueprint for Reinventing Our World

Social Change 2.0: A Blueprint for Reinventing Our World

David Gershon

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#1174600 in Books High Point/Chelsea Green 2009-09-15Original language:EnglishPDF # 1 9.25 x 1.50 x 6.251, 1.80 #File Name: 0963032771406 pagesShips from Vermont | File size: 35.Mb

David Gershon : Social Change 2.0: A Blueprint for Reinventing Our World before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Change 2.0: A Blueprint for Reinventing Our World:

13 of 13 people found the following review helpful. Undeniable Genius Isolated from Other MovementsBy Robert David STEELE VivasThis book is a work of undeniable genius and to that I would add perseverance--the author and his wife Gail Straub have been on the forefront of the personal empowerment movement from the late 1970's onward, and in many ways this book is a capstone work that bridges from the personal to the neighborhood and aspires to--but does not quite attain--the goal of being globally meaningful. I previously enjoyed and reviewed Low Carbon Diet: A

30 Day Program to Lose 5000 Pounds--Be Part of the Global Warming Solution! but this is the book that moves the author into my pantheon of a dozen world-class thinkers on social change. Early on the book grabs me in a Buckminster Fuller sort of way when the author emphasizes that not only do we have to re-invent the world, we have to re-invent the process by which we re-invent the world. Of course Jonas Salk and others have addressed that with Epoch B leadership, but not for mention here. I am totally impressed by the 30 years of hard work at the grass roots level that the author builds on in this book, one of the reasons it is a solid five stars on its own merits. QUOTE from page 45: "The initial test results from the first 200 households were very promising. Those households on average reduced their annual solid waste by percent, water use by 32 percent, energy use by 17 percent, vehicle miles traveled by 8 percent, CO2 emissions by 15 percent, and achieved financial savings of \$255." Those are HUGE accomplishments, and severely under-stated because the author does not factor in the "true cost" of the savings, probably closer to \$10,000 a person if not vastly more (fuel is actually a million dollars a gallon if you really value the time it took to create the fossil base). I am totally blown away by the practical value, the spiritual energy, and the global POTENTIAL of all that this book addresses. While sustainable design and design of government and community have a long way to go, the author and this book are clearly a touchstone for sustainable communities that "in passing" TURN RESIDENTS INTO NEIGHBORS. On pages 69-71 the author lists and discusses seven broad ways to begin and benefit:

- 01 Use people's time more efficiently
- 02 Make community change relevant to people's lives
- 03 Make it easier to participate
- 04 Organize citizens to take on more responsibility
- 05 Empower local government employees as agents of change
- 06 Design a whole-system approach to community change
- 07 Raise the level of play

The entire book is a handbook for change, and while I do not see a one to one correlation with the Empowerment Workshops that the author leads (search for Empowerment Institute), the book is extremely well-organized with lists of objectives and a regular feedback loop and self-awareness pages built-in where the reader can answer questions for themselves to connect directly to the book's message--teachings is the other word that came to mind. As I go through the book a second time to scan my margin notes I give up the idea of trying to summarize the chapters or replicate some of the lists--this is a book intended as a reference tool that must be studied. It is also clear that the time and energy required to implement all that is in this book is HUGE. As much as the book speaks to leveraging influence and optimizing time-energy investments, the bottom line is that changing the world one neighborhood at a time is a major undertaking. Although the book mentions a number of folks I admire (and the list of readings at the end is NOT a complete as a list of all books mentioned in the text) I am slightly disappointed to not see a broader cross-section of social change activists represented--the author clearly connects with Juanita Brown, Michael Dowd, Francis Lappe Moore, and Paul Hawken, but I miss mention of Tom Atlee, Peggy Holman, Jim Rough, Margaret Wheatley, and a number of others, which is why I suggested to Tom Atlee this morning that we consider doing a CONVERGENCE book much as we did with Collective Intelligence: Creating a Prosperous World at Peace. Below are eight links--the first four represented in this book, the second four not.

The World Cafe: Shaping Our Futures Through Conversations That Matter
Thank God for Evolution: How the Marriage of Science and Religion Will Transform Your Life and Our World
Getting a Grip: Clarity, Creativity, and Courage in a World Gone Mad
Blessed Unrest: How the Largest Social Movement in History Is Restoring Grace, Justice, and Beauty to the World
Reflections on Evolutionary Activism: Essays, poems and prayers from an emerging field of sacred social change
The Change Handbook: The Definitive Resource on Today's Best Methods for Engaging Whole Systems
Society's Breakthrough!: Releasing Essential Wisdom and Virtue in All the People
Leadership and the New Science: Discovering Order in a Chaotic World
At Phi Beta Iota, the Public Intelligence Blog, all 1,500+ of my non-fiction reviews can be accessed within 98 categories, including Change Innovation (109); Civil Society (61); Complexity Resilience (77); Consciousness Social IQ (127); Democracy (147); Environment (Solutions) (76); all the way up to Values, Ethics, Sustainable Evolution (142) and Voices Lost (Indigenous, Gender, Poor, Marginalized) (49). As I reflect on this book yet again, a third time, my strongest reservation is that it is still focused on one neighborhood at a time, which is righteous and good, but it does not acknowledge the reality that we live in a two-party tyranny in which all of our institutions have failed (see my book ELECTION 200: Lipstick on the Pig), in which our tax dollars are being used to wage war on the world while enriching Wall Street in the aftermath of the deliberate looting by Wall Street of the public. This book is important--it is not, by any stretch of the imagination, "the" most important thing we can do. I am also troubled by the author's falling prey to Climate Change fraud (see ClimateGate Rolling Update at Phi Beta Iota, the Public Intelligence Blog). There are ten high-level threats to humanity, Environmental Degradation is #3, within the latter Climate Change is at best 10% of the threat, and within Climate Change carbon is at best 10% of the challenge--hence the Carbon Trade market is a scam, an attempt to create phantom wealth, an attempt to scale the same kind of fraud associated with derivatives and sub-prime mortgages. It would be most interesting to see the author re-think this book in relation to the ten high-level threats starting with Poverty. Overall a work of genius, truly profoundly important to our future, but a local step, not a global solution.

0 of 0 people found the following review helpful. Synergy at BestBy Judith Cauley
This is the book we have been looking for to guide us in the way of social synergy that is constructive, transformative and inclusive for the process of deep change.
6 of 6 people found the following review helpful. The Handbook for Yes We CanBy John Winter, President, Social Responsibility Solutions
What David Gershon writes in

Social Change 2.0 will surprise and inspire you. Our current means of changing the world - laws, financial incentives, and social protest, collectively known as Social Change 1.0, while necessary, are not well-suited to solving complex issues like global climate change, intractable poverty, and persistent warfare. We need something more. Social Change 2.0 breaks new ground and if you care at all about how we go about addressing the many issues we face I suggest that you buy it and read it (a few times is best) and then talk about it with your colleagues and friends. This book is that important - and that good. Social Change 2.0 is a manifesto on creating the necessary changes in ourselves and in others to remake our world as we know it can be. The book's heroes are change agents empowering women in Afghanistan, creating hope for reconciliation in Rwanda, and re-building neighborhoods in inner city Philadelphia, among many others. What these heroes have in common, besides boatloads of courage, strength, and fortitude is their mentor, David Gershon, who for the past thirty years, has been learning how individuals, communities, businesses, governments, and non-profit organizations voluntarily create change. Gershon's work is grounded in his belief that people will be inspired to change the world if they feel empowered to do so and their odds for success are increased. Gershon and his wife Gail Straub wrote a minor classic in 1989 called *Empowerment: The Art of Creating Your Life As You Want It*, which established them as early voices in the personal transformation movement. And their Empowerment Institute, with its thousands of graduates over the years, established them as leaders in this area. But in Social Change 2.0, Gershon breaks out, expanding personal empowerment into community empowerment and dare I say global empowerment. He offers a cohesive methodology, a blueprint he calls it, grounded in lessons learned from his experiences in societal transformation. His many design principles include implementing a transformational social innovation, synergy as the accelerator of social change, and taking a social innovation to scale. This is all excellent stuff. But as a social change practitioner I tend to look for practical tools I can use today. This is where Social Change 2.0 really delivers. Gershon's stories of life in the trenches of societal transformation not only teach and inspire but they provide valuable details about how social change truly happens and why some projects yield long-lasting behavioral change and others fall short. And for those wishing guidance in applying his principles and practices to a social change effort of their own, Gershon includes study questions at the end of each chapter to stimulate thinking. In fact, when I had trouble answering some of his questions I decided to enroll in his empowerment training class in January! Social Change 2.0 is a watershed book that is not only relevant and timely in today's "Yes We Can" era, it is also vital. We are witnesses to the inherent limitations of Social Change 1.0. Times have indeed changed and we need more tools. Thank you David Gershon for sharing your many experiences in social change and myriad encounters with change agents worldwide. Your work is much needed and I expect will be much-valued as we all strive to address the many challenges ahead. John Winter, President, Social Responsibility Solutions LLC

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.

Social Change 2.0 exhilarates. David Gershon has not just laid out a compelling and coherent blueprint for social change, but the vividly written stories he shares make us realize that what we thought was impossible can actually be achieved. Having been a political leader in Portland for twenty years, where I worked closely with David, I saw firsthand the power of his work to change the lives of thousands of people. He may well be the number one expert on social change in our country. --Mike Lindberg, former Commissioner of Public Utilities and city council member, City

of Portland, Oregon David Gershon, a daring social architect, is what an engineer is to a bridge builder. In *Social Change 2.0*, David puts forth with clarity, brilliance, innovation, and passion a blueprint for sustainable societal transformation. It is a practical, inspirational, and ethical guide to initiate, maintain, and/or reignite the soul of any social movement. This book is an outstanding addition to the world. --Brian K. Gibbs, Ph.D., Associate Dean for Diversity and Cultural Competence, Johns Hopkins School of Medicine

This book is a practical and inspiring roadmap to the future we all know is possible. I know of no one more experienced to create such a roadmap than David Gershon, who has spent the past three decades empowering individuals and communities, as well as business and government leaders. I have looked forward to this book for some time to gain a deeper understanding of how David has initiated so much positive change and created so many innovative strategies to help people achieve their visions for a better world. --Hazel Henderson, author of *Ethical Markets: Growing the Green Economy and Building a Win-Win World*

About the Author David Gershon, founder and president of the Empowerment Institute, is one of the world's foremost authorities on empowerment, and applies this expertise to issues requiring large-scale societal and organizational transformation. His clients include cities, government agencies, large organizations, and social entrepreneurs. He has addressed a wide diversity of empowerment issues ranging from environmentally sustainable lifestyles, livable neighborhoods, and disaster-resilient communities to organizational talent development and cultural transformation. Over the past thirty years the empowerment programs he has designed have won many awards, and a major academic research study described them as unsurpassed in changing behavior. David used his empowerment proficiency to conceive and organize, in partnership with the U.N. Children's Fund and ABC Television, one of the planet's first major global consciousness-raising initiatives, the First Earth Run. At the height of the Cold War, using the mythic power of relaying a torch of peace around the world, this simple and profound act of global unity engaged the participation of twenty-five million people in sixty-two countries, the world's political leadership and, through the media, an estimated 20 percent of the population on the planet. Millions of dollars were raised to enable UNICEF to provide care to the neediest children of the world. Gershon is the author of ten books, including *Low Carbon Diet: A 30 Day Program to Lose 5,000 Pounds*, winner of the 2007 Most Likely to Save the Planet Independent Publisher Book Award; and, with his wife, Gail Straub, the best-selling *Empowerment: The Art of Creating Your Life As You Want It*. Considered a master social architect and trainer, he co-directs the Empowerment Institute Certification Program a school for transformative social change. He has lectured at Harvard, MIT, and Duke Universities and served as an advisor to the Clinton White House and the United Nations on empowerment and sustainability issues.