Driving Transformative Social Change Is More Attainable Than You Think

Uncomfortable Does Not Mean Unnavigable

Cleveland Justis
Principal, Potrero Group
Sit With and Acknowledge Your Discomfort
Make Difficult Choices with Informed Confidence
Navigate Rather Than Eliminate Challenges
Strong Ties.

Weak Ties.
Activity
The least interesting part of the story
African Orphan Crops Consortium
Healthy Africa through nutritious, diverse and local food crops
FOOD FOR THE PARKS
The Next Step
Do things right before doing the right thing
Climb system peaks to get a better view
Hire and nurture people with a commitment to learn
DESIGNING RITUALS FOR CHANGE

PLAY: It takes playfulness to get to a good ritual

EXPERIMENT: Create structures not recipes

YES AND: Make improv an explicit part of ritual design

LEAP: Make culture weird to get to the unique and meaningful

RELAX: Prototype. See what sticks. Don’t be afraid of first drafts.
First Penguin Award
kid-inspired. chef-crafted. real food for school + stores.

ALL NEW MEAL KITS

real food for all™ real food in schools real food in stores real press
thank you

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