



Re:Treat

CHALLENGE-LED MAPPING

2-DAY INTENSIVE

Designing for Challenge-led Innovation + Systems Change

To respond to the 'grand challenges' we are facing **we need to reframe our thinking**. We need to understand the interconnectedness and complexities of systems that help us get past singular solutions.

We need to experiment with approaches that help us organise and respond in a way which no single entity, sector or stakeholder group can address on their own. Approaches that enable us to **foster collective responses and distributed solutions to complex challenges**.

This two-day, in-person Re:Treat invites you to challenge your mindsets. Join us as we explore designing and implementing challenge-led innovation and systems change approaches. Individuals and small groups are invited to submit an expression of interest outlining the complex challenges you are grappling with.

Treat yourself. To time for reflecting, time for sharing, time for challenging your mindset.



7 - 8 April

Day 1: 8:30 - 4:30 + dinner
Day 2: 8:30 - 3:00



\$1,400

Includes all learning resources + meals
Scholarships available



Brisbane Powerhouse

119 Lamington St, New Farm QLD

Re:Treat Learning Journey

The Re:Treat will be an intimate, challenging and highly applied learning experience limited to 20 people.

If you are working on a complex challenge with a systems-change lens, this Re:Treat will provide you with critical thinking time and new ideas. You will walk away with the beginnings of a challenge map and implementation workbook to share with stakeholders and help you turn your change ideas into action.

The face-to-face sessions will be held at the Brisbane Powerhouse and in the beautiful surrounds of New Farm park. Your journey will take you through the following working sessions plus a facilitated discussion over dinner:

- 1.** Welcome to challenge-led innovation and systems change
- 2.** Setting directional goals, challenges, and organising for action
- 3.** Designing experiments and demonstration projects
- 4.** Creating the conditions to foster and support innovation
- 5.** Consolidation of ideas and coaching time
- 6.** Reflections, connections and next steps

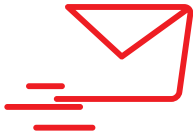
In addition to the two-day Re:Treat, you will receive pre-work to prepare you for the sessions and a detailed workbook. The team will be available for post Re:Treat support, and potential coaching and collaboration opportunities.



Who is this for?

This program will suit practitioners and professionals actively engaged in the design and implementation of work seeking to change the systems around us. You may be leading (or looking to lead!) programs, strategies, policies or movements that address complex social, environmental, cultural and economic challenges.

You can participate in this experience as an individual or as a small group (2-3 people).



Get in touch to express your interest

Getting the right people in the room is important - for the experience, and so it's a good use of your time and resources.

Tell us a bit about yourself, the systems change you're working on and why you'd like to attend by **completing this form** by **7 March 2022**. We'll be in touch soon after for a chat.

What are challenge-led approaches?

The Yunus Centre and challenge-led approaches

The Yunus Centre is an innovation centre based at Griffith University Business School. We are committed to experimenting with new and complexity-informed approaches to advance our goal of accelerating the transition to a regenerative and distributive economy by growing knowledge and capability.

We have been inspired by Mariana Mazzucato's work on Mission-led approaches and have adapted her idea to create challenge-led innovation and systems change approaches. We work with these mindsets across our Centre including our research, design, development and demonstration program, and courses that we teach, such as 'Innovation for Impact', a core course of Griffith's MBA.

Mission-led approaches

Mission-led approaches typically embody ambitious, goal-driven, and multi-stakeholder efforts to create solutions that address pressing societal challenges, needs and opportunities (*Mazzucato, 2021*).

The most often quoted 'mission-led approach' is the moonshot. In the late 1950s, various countries engaged in a global challenge to take humans into space. The moonshot mission was established when the President (JFK) set out a bold goal:

"I believe this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the Moon and returning him safely to the Earth."

The 'moonshot' required innovation across diverse industries, sectors, geographies and groups. The innovation ripple effects of this mission are still felt today.

While our current challenges are arguably not as clear cut as the moonshot, they too require bold goals and 'focused but broad' innovations to shift current trajectories towards more sustainable and equitable futures.

Critically, mission-led approaches can help us organise and respond to 'grand challenges' which no single entity, sector or stakeholder group can address on their own. Mission-led approaches to strategy and innovation are increasingly being designed and adopted around the world. One example is the [City of Manchester's strategy to achieve net-zero carbon emissions by 2038](#).

This Re:Treat is a learning opportunity that seeks to structure and provide professional development in this field in a concise and applied format. We hope you'll join us!