

‘What we need is more people who specialise in the impossible.’

Theodore Roosevelt



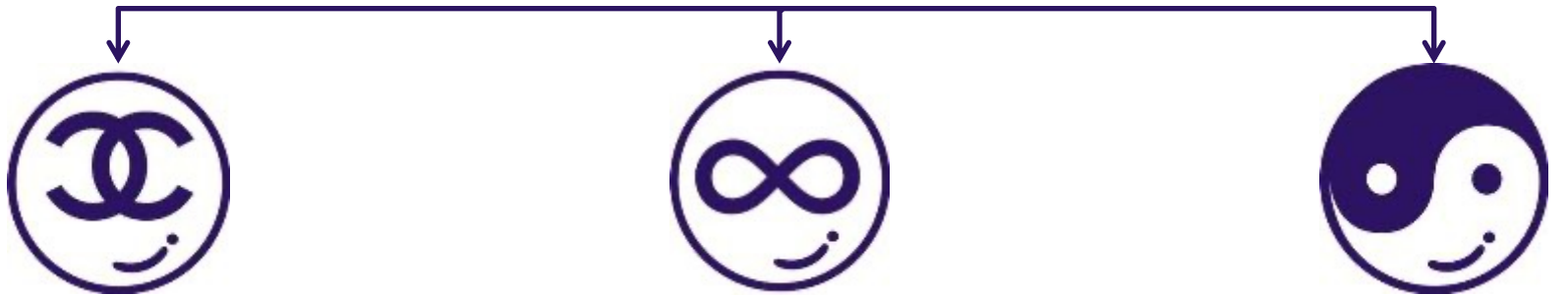
BOBI in the Community

2011

Introducing BOBI



- BOBI, or the Business of Brands Institute, was started in August 2007 with the aim of building and enhancing brands and the discipline of branding:



CULTURAL CODEX

Understanding the cultural and communication codes of brands, categories & consumers

INFINITE POSSIBILITY

Developing business & brand visions, measuring personal empowerment & designing engagement programmes to ensure meaningful change

BRANDING EQUILIBRIUM

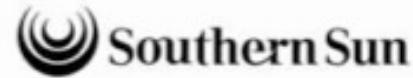
A sustainable approach to developing, managing & measuring business & brand equity



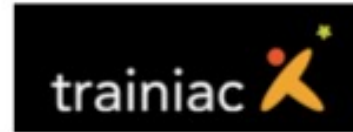
FANCOURT
Celebrating Life



metier



mirage



TRUE LOVE
All a woman needs



ENJOY EVERY MOMENT.



McCarthy Limited



Batho Pele

Together beating the drum for service delivery



CONSTELOR



Real lip service



Unilever



This year I went to the...



DESIGN
INDABA

thinkpublic

Design
Council



thinkpublic

the social design agency

Alzheimer's Society
Leading the fight against dementia

Shropshire Council

CROYDON COUNCIL

THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA

BARNET LONDON BOROUGH

THE YOUNG FOUNDATION

City of Westminster

Design Council

DH Department of Health

HM Revenue & Customs

CALOUSTE GULBENKIAN FOUNDATION

NHS Institute for Innovation and Improvement

bobTM
IN THE COMMUNITY

core areas of work



“We are the social design agency that helps tackle big social challenges”





Elderly & Youth



Eco Design Challenge



Educational Resources

Design for change



- Empowering children to solve the world's greatest challenges:



RIVERSIDE presents
WORLD'S LARGEST
DESIGN for
CHANGE
SCHOOL CHALLENGE

i can
school children design solutions for the world's greatest challenges

feel imagine **DO** share

Why this spoke to me?

adoption
voice|sa



the mhakazi trust



‘I have held academic positions at the universities of Oxford, Cambridge, London and Harvard. I have to say that at each of these wonderful institutions the amount of time spent on the fundamental importance of possibility, was zero.’

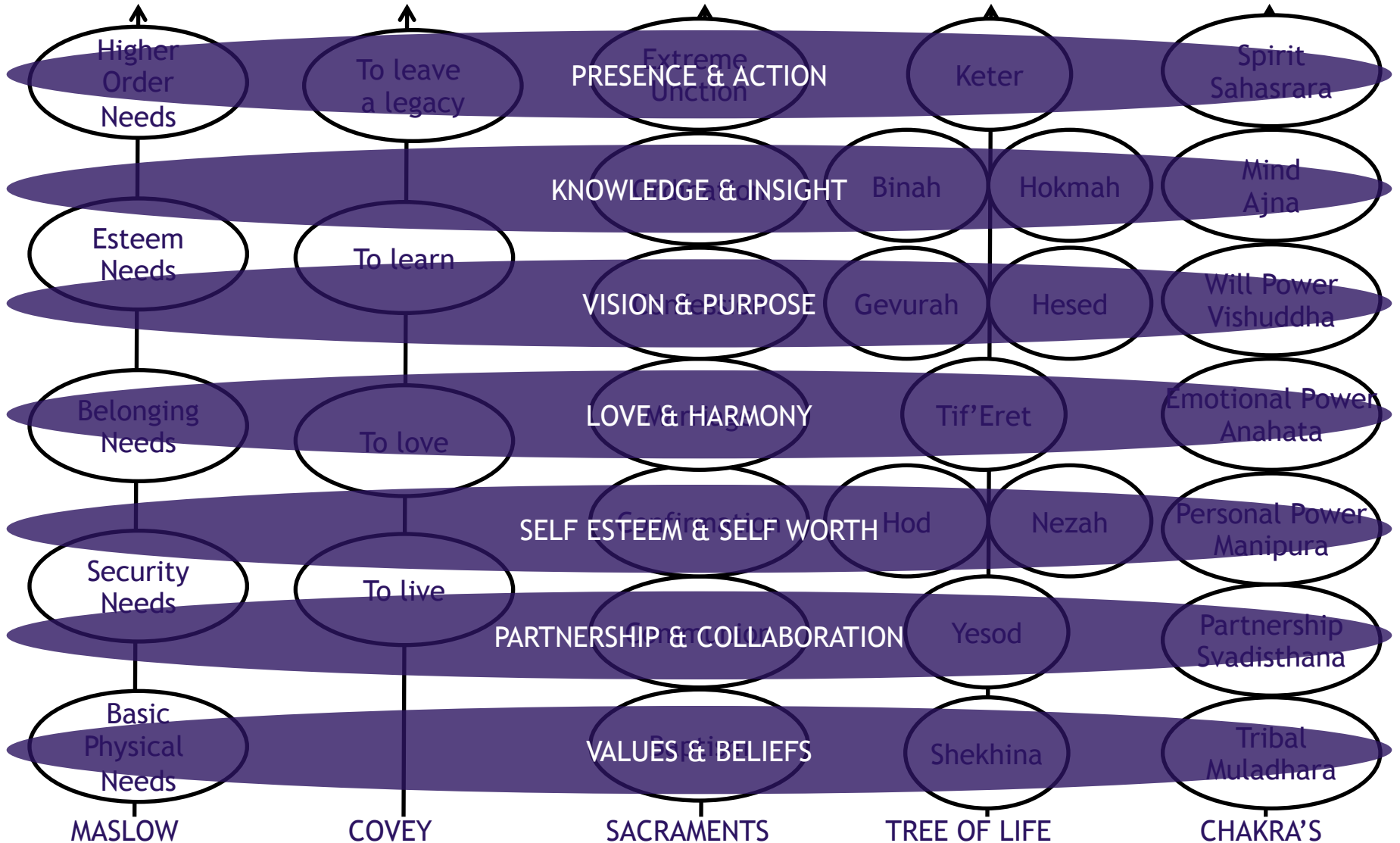
Edward de Bono



In search of Infinite Possibility

2011

Exploring Energy Systems





LOVE & HARMONY



SELF ESTEEM & SELF WORTH



VISION & PURPOSE



KNOWLEDGE & INSIGHT



PARTNERSHIP & COLLABORATION



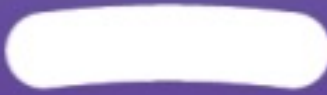
PRESENCE & ACTION



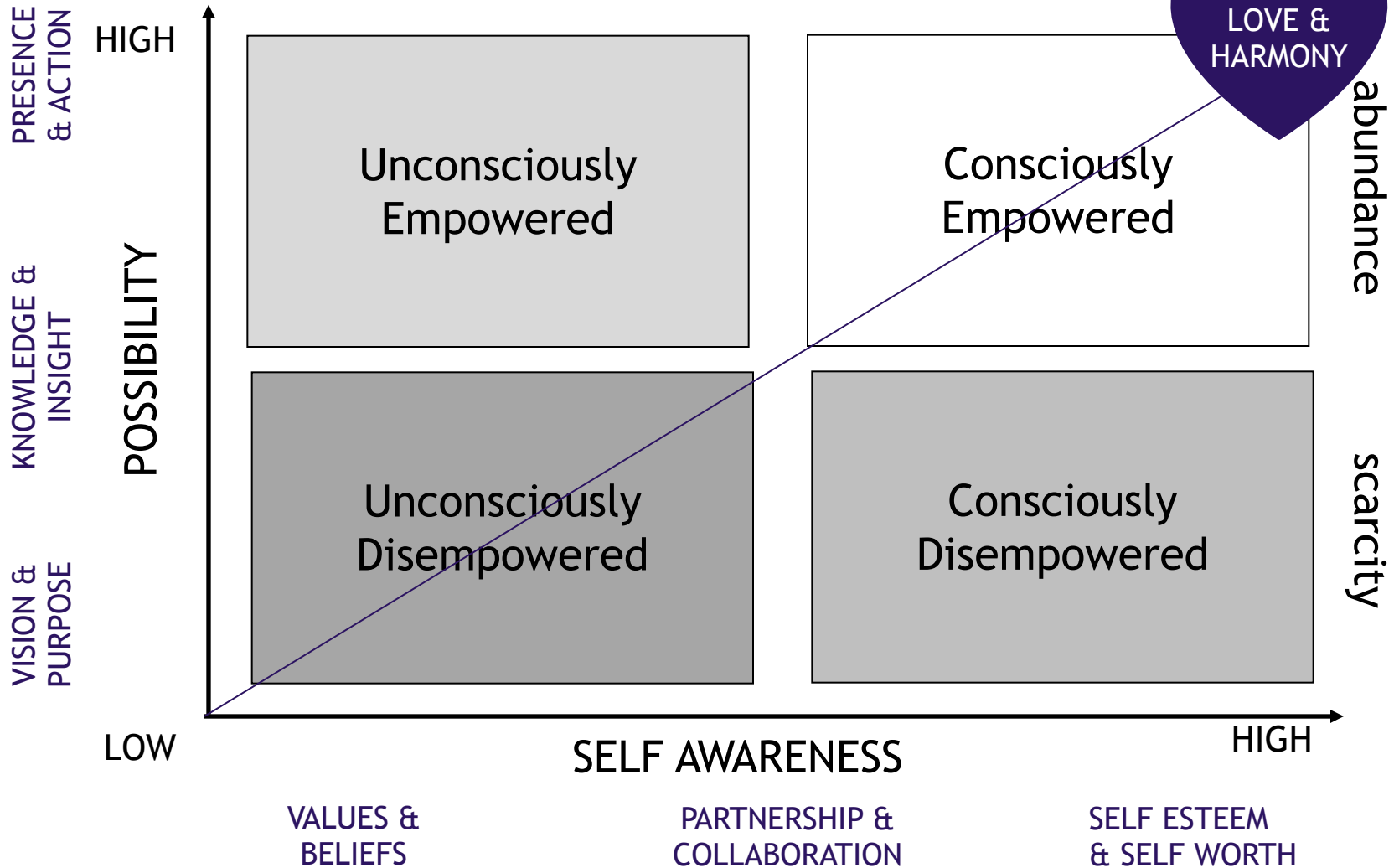
VALUES & BELIEFS



Infinite Possibility



Creating Personal Empowerment





'IP' Organisational Evaluation

Complete the template below, referring specifically to your perceptions of the business:										
7. We actively turn our strategies into action, and take personal responsibility for this action across our organisation?										
0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
6. We have a learning organisation that prioritises and supports insight and innovation for future growth?										
0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
5. Everyone in our organisation knows, understands, and lives our vision with passion and commitment?										
0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
4. We are actively managing conflict resolution in our organisation to ensure harmony and understanding?										
0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
3. As a company, we are confidently adding value to the world around us in a unique and meaningful way?										
0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
2. We are building strong win/win partnerships/relationships, both inside and outside of our organisation?										
0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
1. Everyone in our organisation knows, understands and lives our values with passion and commitment?										
0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%



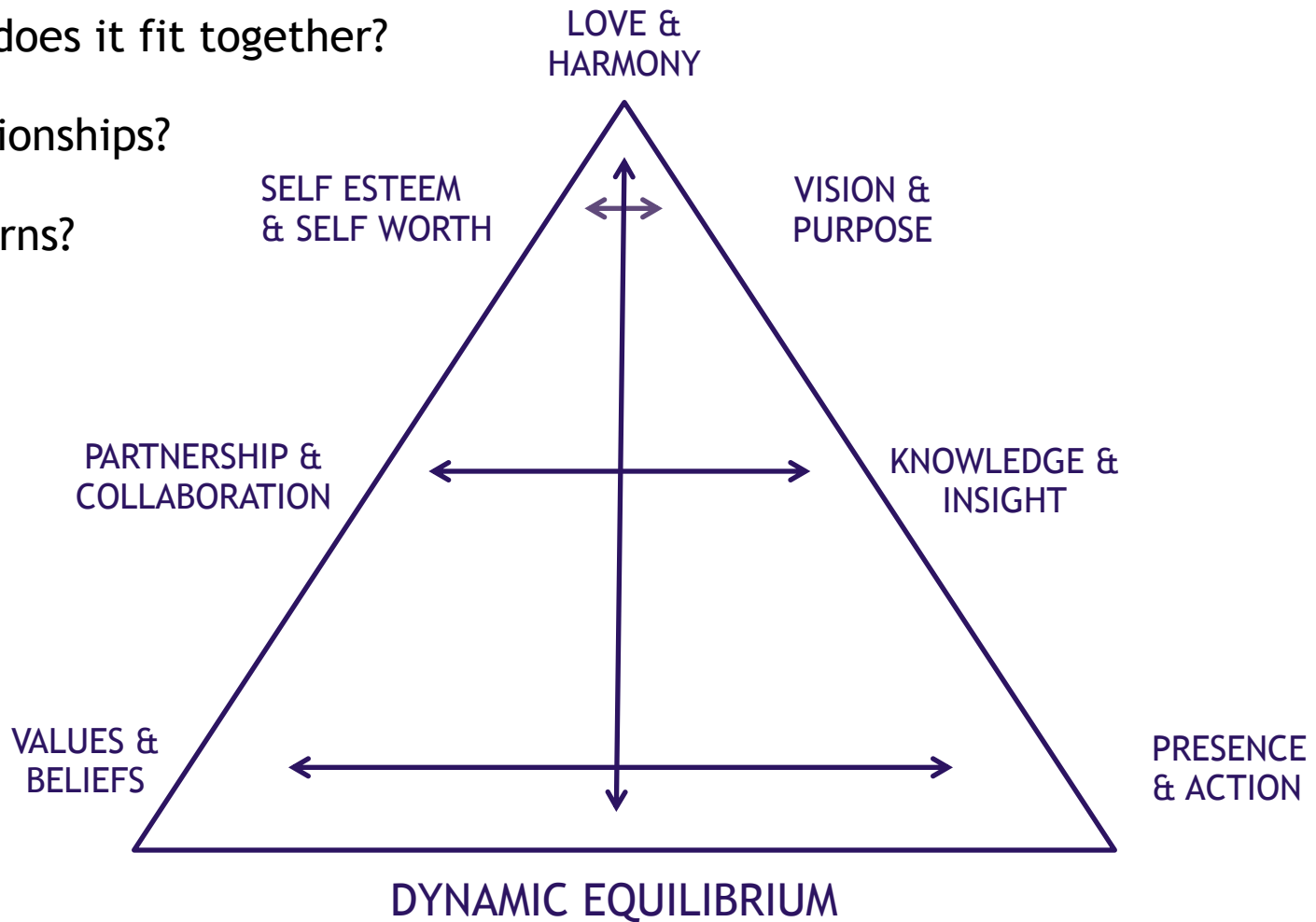
Start at the bottom and work your way up from 1 to 7.

Circle the % number that you think your organisation has achieved, at this stage, in response to the question asked.

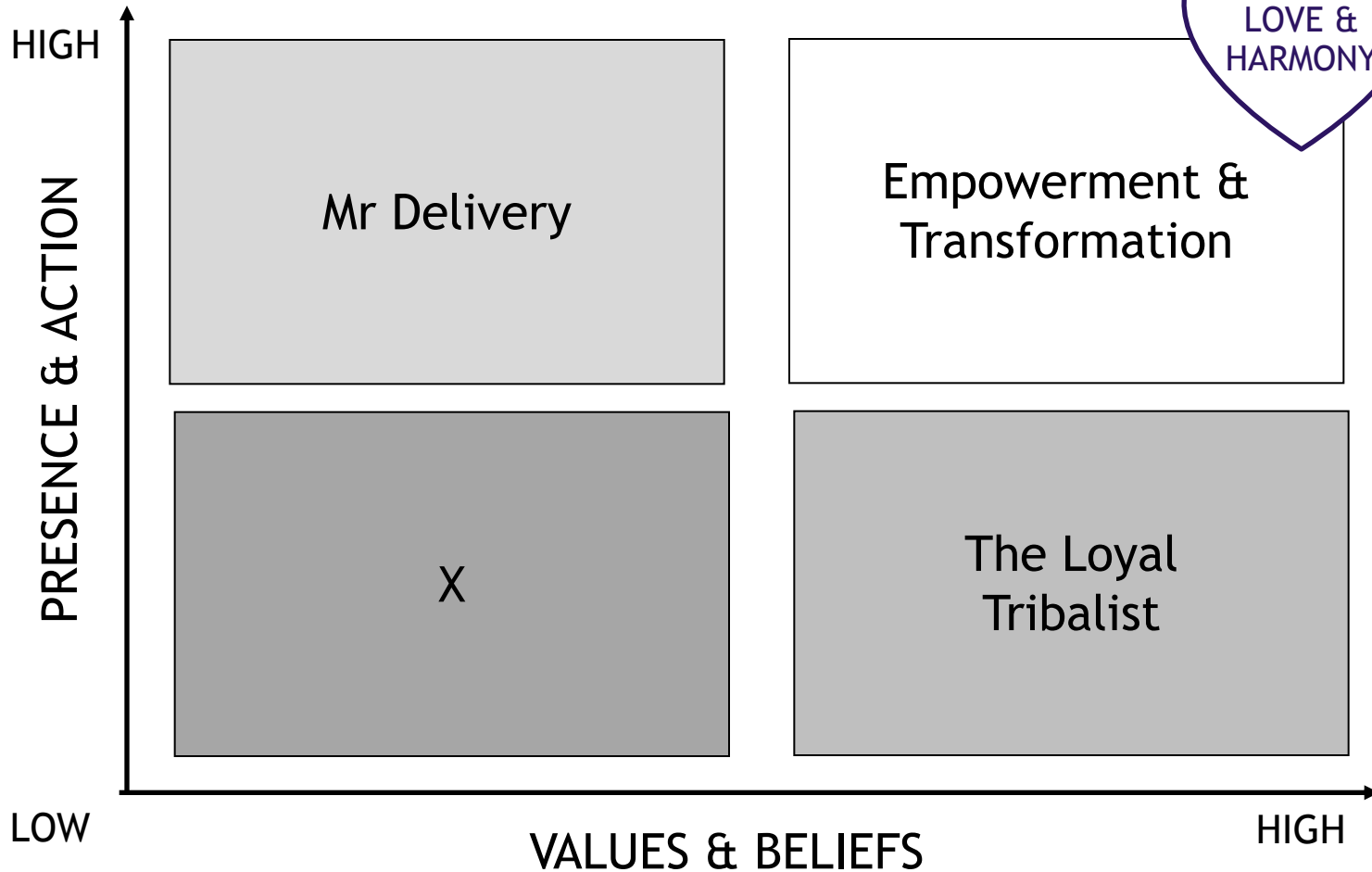


The system still didn't flow?

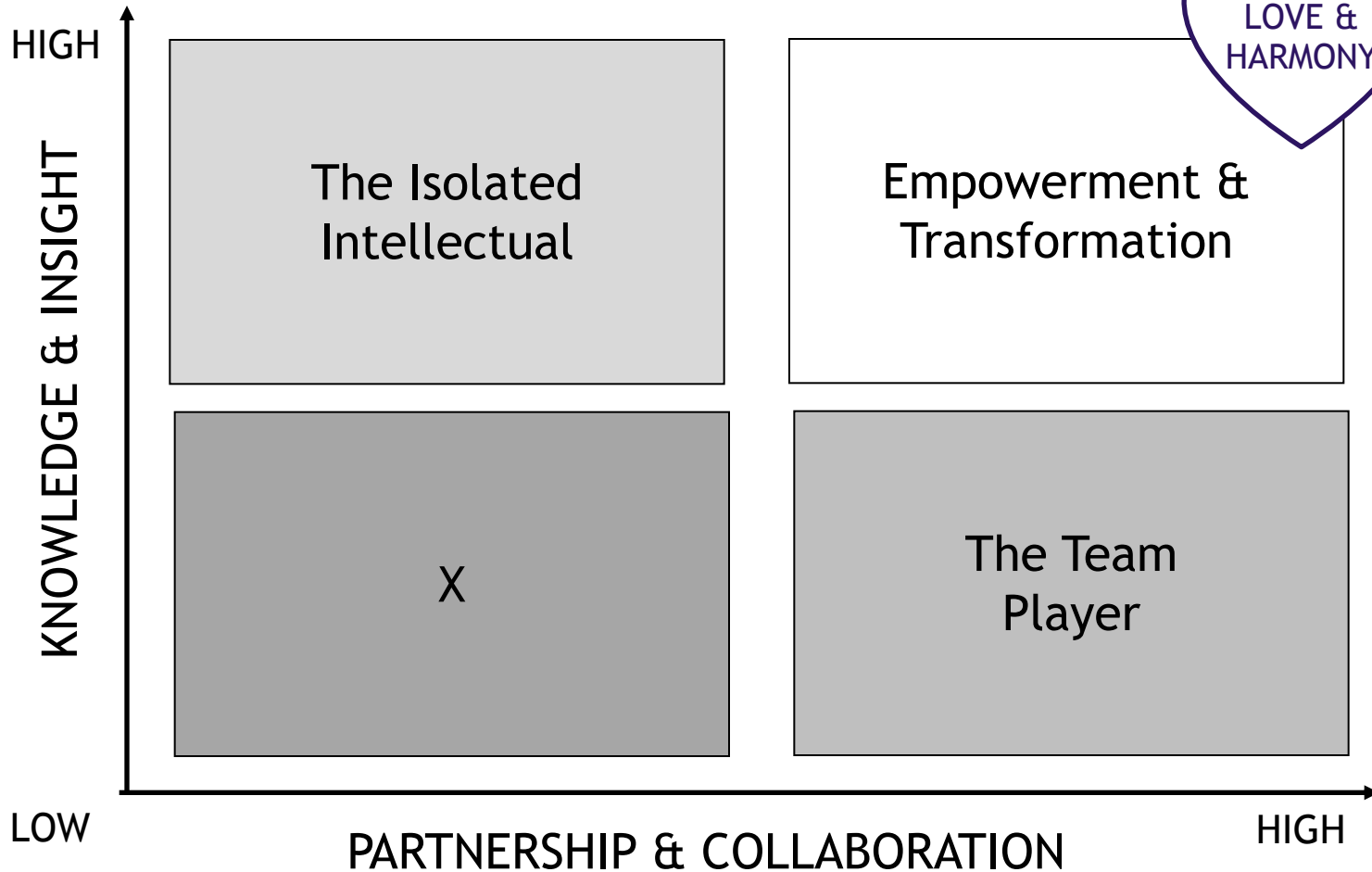
- How does it fit together?
- Relationships?
- Patterns?



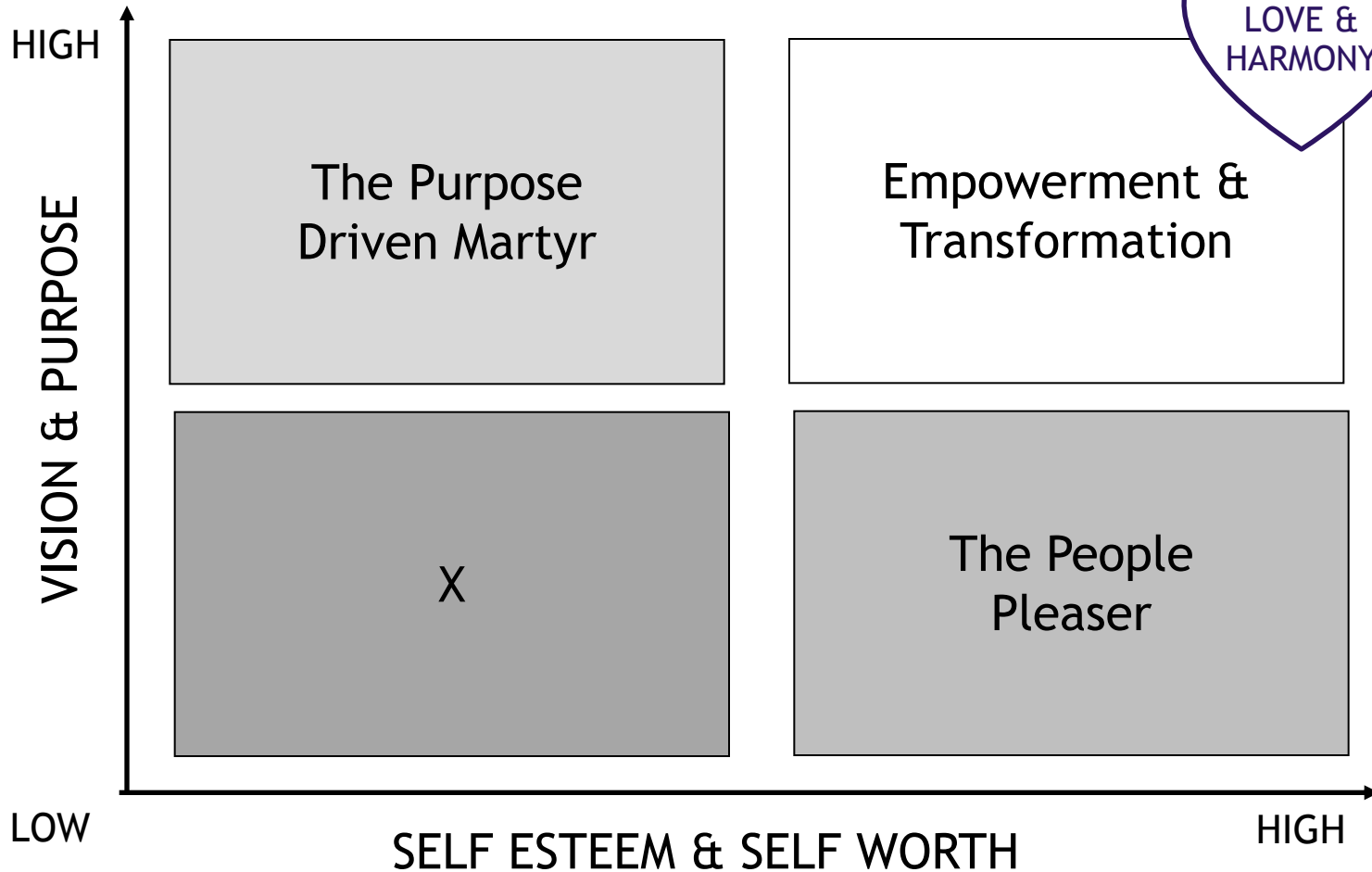
Creating a dynamic equilibrium?



Creating a dynamic equilibrium?



Creating a dynamic equilibrium?



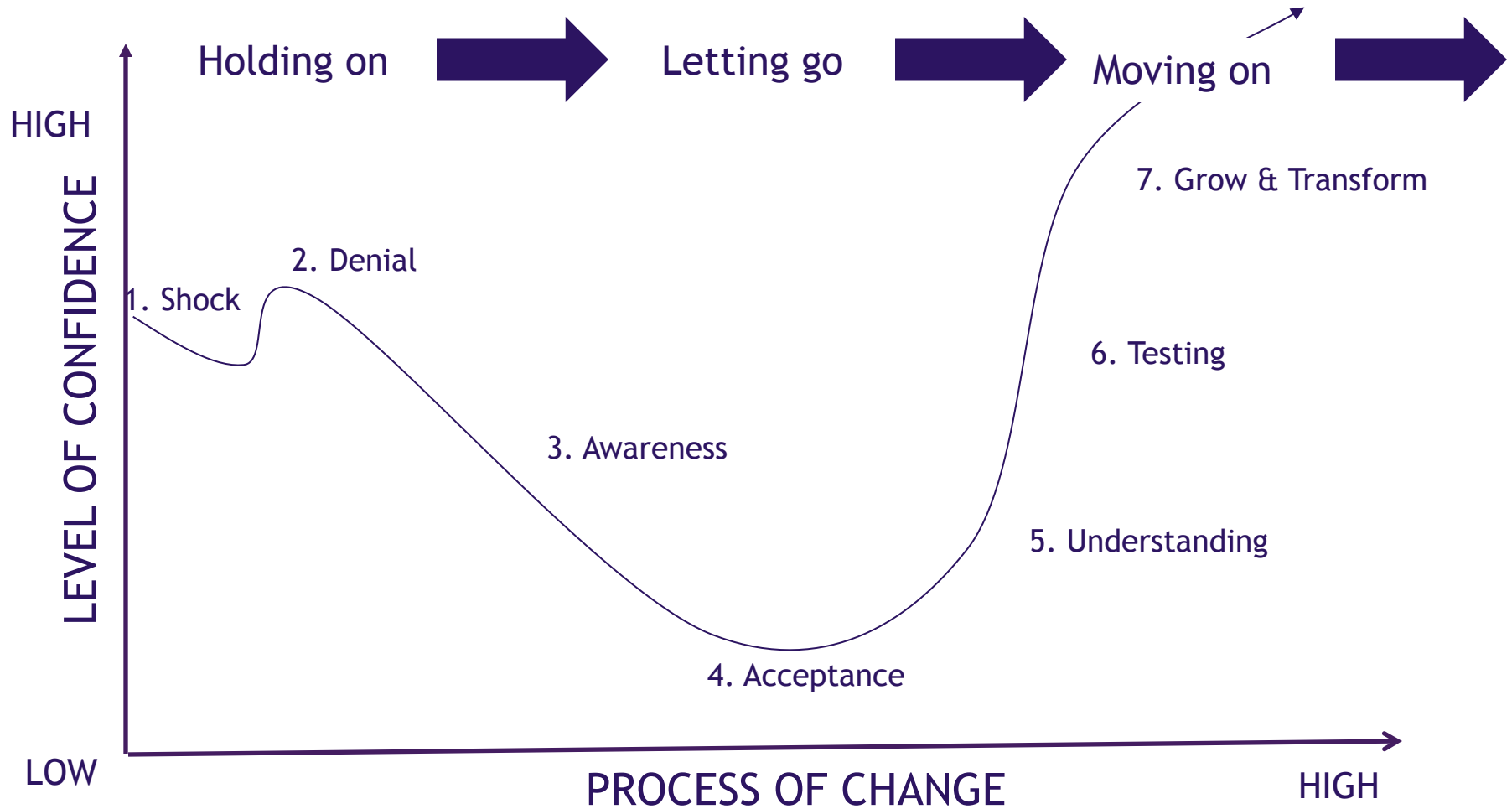


“It is not the strongest of the species that survives, nor the most intelligent.

It is the one that is the most adaptable to change.”

Charles Darwin

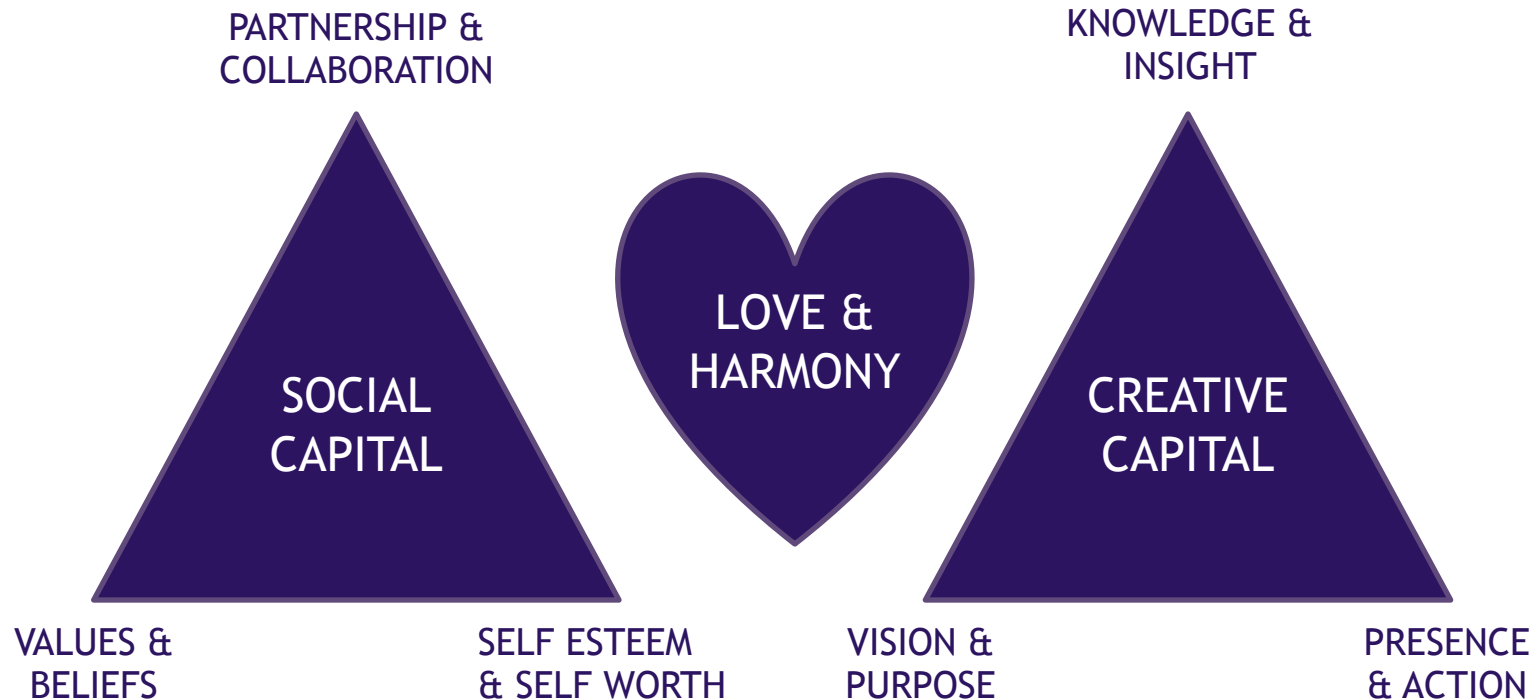
'Conscious Empowerment'





Tools for positive/proactive change?

- Moving from 'change to survive' to 'change to flourish'!





A practical approach?

1. Define and agree your values and beliefs.
2. Identify and build partnerships and collaborations.
3. Build personal self esteem through ownership and responsibility.
4. Foster harmony through positive unity and dialogue.
5. Create a clear and meaningful vision with purpose.
6. Ensure constant feedback, learning and innovation.
7. Drive action with clear deliverables and milestones.

Conscious empowerment & meaningful transformation

Social Change?



- The quickest way to drive social change, is to change the way people think:



Turning an agent of death into an agent of life

Pedro Reyes - Palas por Pistolas 2008



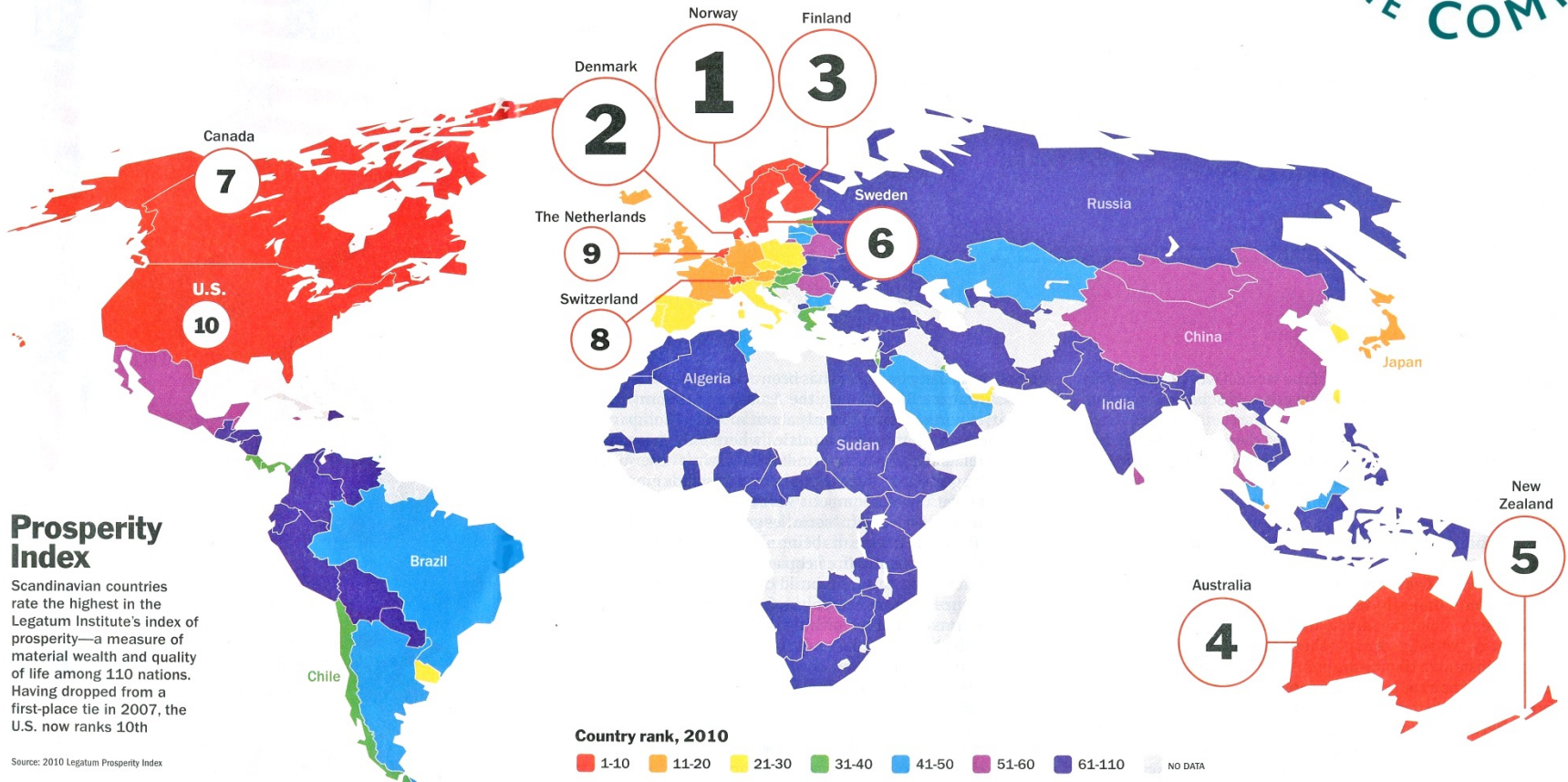
‘We had better spend some time
thinking about the future, as that is
where we are going to live.’

Joel Barker

Creating a ‘social design collaboration’

20 APRIL 2011

World Prosperity Index



Prosperity Index

Scandinavian countries rate the highest in the Legatum Institute's index of prosperity—a measure of material wealth and quality of life among 110 nations. Having dropped from a first-place tie in 2007, the U.S. now ranks 10th

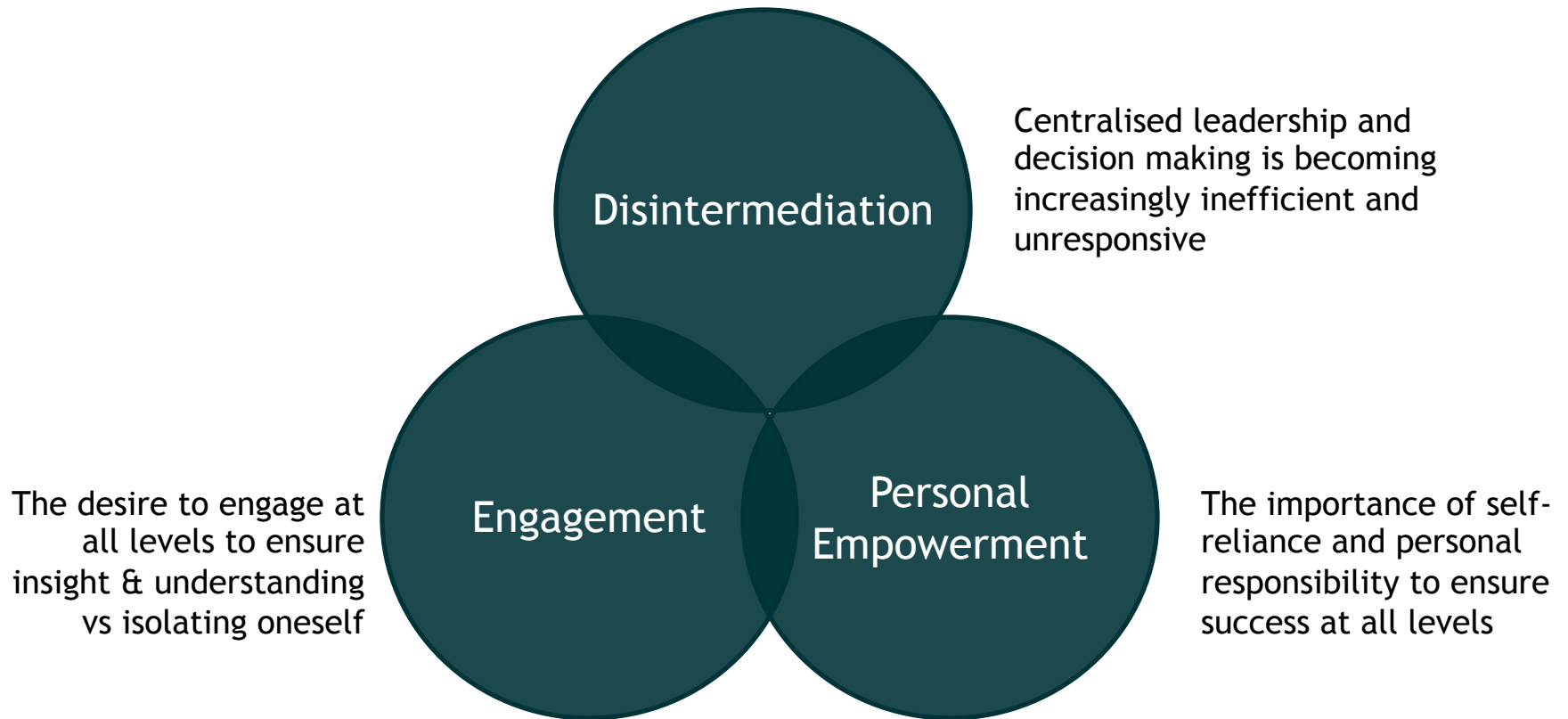
Source: 2010 Legatum Prosperity Index

The growing gap between rich in poor is the greatest threat we face as a global community

A Macro Perspective



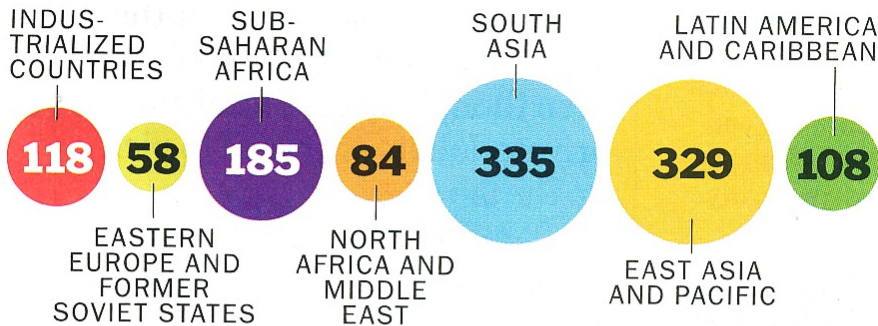
- Three key themes in political, corporate and civil society:



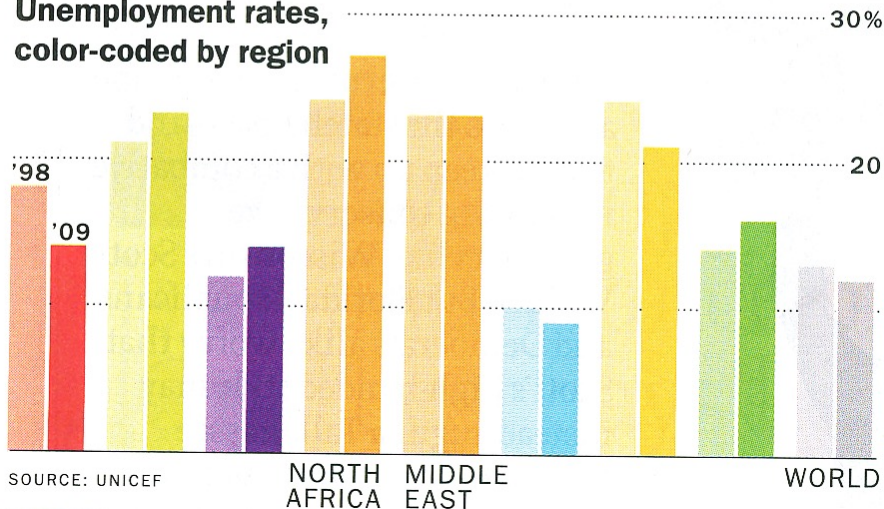
Global perspective on our children



Adolescent population in 2009 by region, in millions



Unemployment rates, color-coded by region



UNICEF's 'State of the World's Children' report for 2011, identified that of the world's 1.2 billion adolescents, 88% live in developing worlds, almost half are not able to attend school, tens of millions live without adequate health care and nutrition, and a looming job crisis. UNICEF have called for a greater investment in education.

What is BOBI in the Community?



- BOBI in the Community, is a ‘social design collaboration’, formed on the premise that there is no problem so great, that it can’t be solved through ‘creative strategic engagement’:



Bringing it to life



Facilitating strategic solutions to big social challenges



Business & brand mentorship for entrepreneurs



Empowering the youth to create their ideal future through strategy & creativity



'The Power of One!'



One vision. One voice. One network. One community. One child... at a time



The ability to make positive and permanent change in the lives of our children through working together



The Role of the NAC

- The National Adoption Coalition as defined its role as:
 - To promote and build awareness and understanding of adoption.
 - To build partnerships and collaboration across the industry.
 - To share best practice and build capacity (training & development), in support of DSD's efforts in this area.
 - To lobby government and regulators on behalf of the industry
 - To support DSD in their regulation of industry standards and code of conduct, as a mediator and champion.



To lead the change needed in our society, in taking responsibility for our children through embracing a culture of adoption

Adoption Voice SA: Programme



1. National Awareness

- The launch and ongoing awareness campaign (ATL/PR) together with targeted national recruitment.

2. Community Dialogue

- Community engagement to change perceptions and behaviour around adoption.

3. Opinion leaders

- Leadership of the change process through respected members of society.

4. Adoption Friends

- Rallying ambassadors, service providers, and sponsors to ensure the ongoing support and delivery of the programme.



Communication to Date



imagine being love...

It finds expression in actions. **Adopting a child** is such an act. It's probably one of the most **challenging** expressions of love. But if love's success is measured by the **opportunity** it gives a child to grow up in a **loving family**, then **success** is a given.

About 1.5 million South African children need love.

You can be the love in **one child's life**. Why don't you consider **adoption** as an option?

Just imagine...



0800 864 658
www.adoption.org.za
A South African Adoption Initiative



imagine being love...

When everything around you is falling apart, **love** helps you **think straight**.

When everyone's telling you what to do, trust **love** to guide you to find **your own truth**.

When you're facing an unplanned pregnancy, you could give your child a **gift of love** - a **loving adoptive family**.

Just imagine...

For option counselling and guidance in an unplanned pregnancy, please call 0800 864 658 or visit adoption.org.za for assistance.



0800 864 658
www.adoption.org.za
An initiative of the South African adoption industry



For assistance with adoption contact
0800 864 658
or visit
www.adoption.org.za

0800 864 658
www.adoption.org.za
A South African Adoption Initiative
NSD Adoption 2011/008436/08



For emergency assistance with an unplanned pregnancy contact
0800 864 658
or visit
www.adoption.org.za

0800 864 658
www.adoption.org.za
A South African Adoption Initiative
NSD Adoption 2011/008436/08



Community Engagement



Imagine being love...

L
Lead
by example...

O
Own
your life...

V
Vision
your future...

E
Engage
with your world...

Practical tools and
exercises around personal
leadership
(Adopted Leaders)

Practical tools around
personal responsibility
(Option counselling)

Practical tools around
creating a
personal vision
(Sustainable solution)

Practical tools for
partnering and true
collaboration



BOBI & Entrepreneurs



- Training and support collateral for small businesses and entrepreneurs, helping them develop and implement their business & brand strategy:



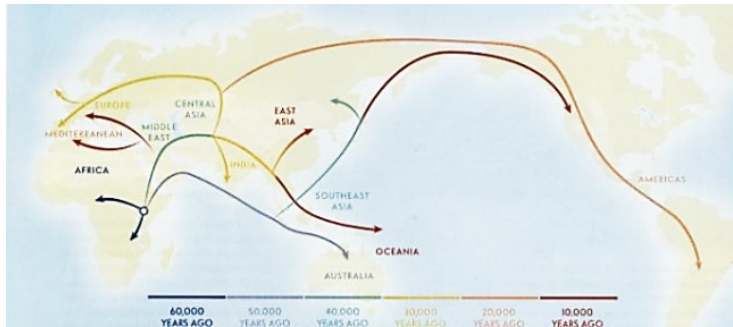


The African Peace Warriors



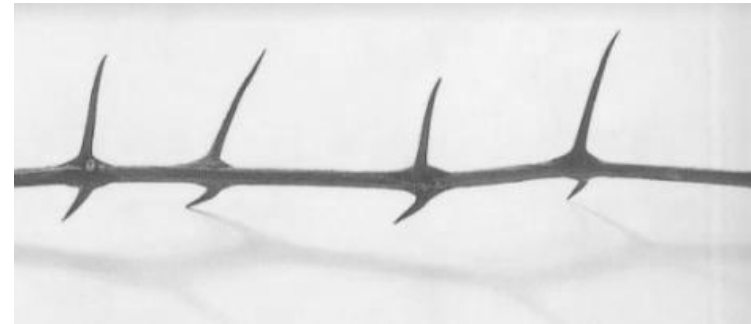
“We Africans were the first to initiate the gigantic human adventure of progress.”
(Preamble to African Union Vision Statement)

WE ARE ALL AFRICAN



**AFRICAN PEACE
WARRIORS**

LEGEND OF THE ZIZIPHUS MUCRANATA



Strategic
Play



Community
& Content



Strategic
Challenges



SMARTEEZ





‘Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world, stimulating progress, giving birth to evolution.’

Albert Einstein

Thank you

20 APRIL 2011