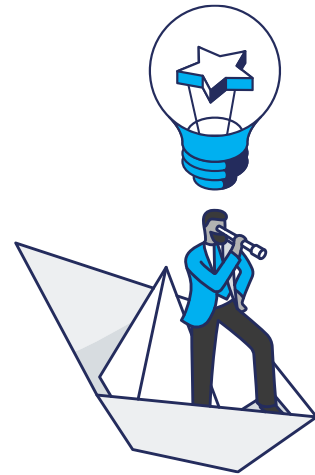


The three arts of system change



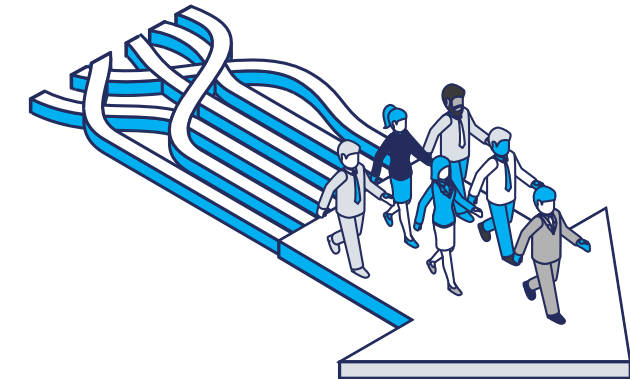
INSPIRE

Make the change plausible and desirable



OVERTAKE

Scale the new system so that it can outcompete the old



LEAD

Empower the leaders who can work together and get the job done

1 Tell a compelling **story**: mobilise the most important audiences with a credible and motivating vision

2 **Intersect** with political priorities: listen to and align with the issues at the top of the agenda

3 **Improve lives**: build support by delivering real, tangible benefits to people and places

4 Back the right **breakthroughs**: scale innovations to tipping points

5 **Move enough money**: shift capital away from legacy systems and toward emerging ones

6 **Enable exit**: incumbent actors abandon the shrinking system

7 **Move together**: find ways for state, business and civil society actors to co-create living examples of the new system

8 **Persevere**: stay the course, understanding that system change is almost always decades-long