

SO Change: how to manage demand and support citizens

A new study* says Councils could potentially save up to £5billion each year by managing customer demand and supporting their citizens to make different lifestyle choices.

It's reported that the majority of senior-level decision makers questioned believe traditional methods of generating efficiency savings aren't adequate to meet the demand on public services. However, understanding how citizens' motivations drive demand could transform relationships with communities, build mutual trust and unlock cost savings.

These findings chime well with 'SO Change', an approach which brings together tested principles from the world of social marketing and behaviour change with organisational change techniques such as systems thinking. By intervening simultaneously - changing behaviours inside organisations and in wider communities – organisations can achieve sustainable change....

SO why?

Simply slashing services could put the most vulnerable at risk, but there is another way. SO Change is a design-led approach, which starts by listening to people (both internally and in the community). Organisations **establish** where they are, **explore** what's possible and **experiment** with options for change. It then helps teams redesign how they work and their communities redesign how they live. Individuals, teams and communities do this themselves, so they own it - and that makes it last.

SO what?

Addressing internal processes and the behaviour of communities in tandem delivers real cash savings. It means people use services more efficiently and organisations can identify wasteful service provision which costs time and money. Ultimately, using a **people-centred approach** improves people's lives.

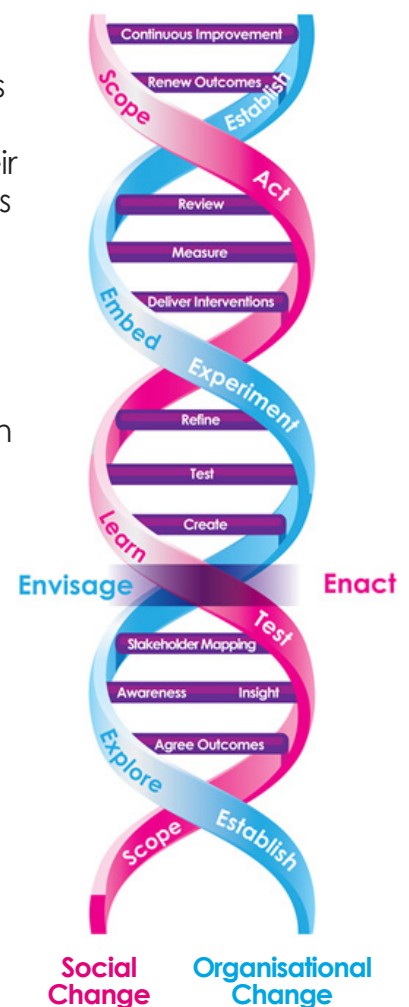
SO when?

Results can be obtained over six weeks, but often, real benefits aren't seen for six months. Getting started with a programme of transformation now is important for organisations who need to save money and deliver measurable improvements this year and next financial year.

SO where?

So Change belongs to organisations and the communities they serve. To find out what your SO Change journey could look like, contact: martin.thomas@icecreates.com /07899 904 237.

So Change



*Cited on eGovMonitor, January 2012