



Join Grounded Space

Canada's first R&D collective for social services



Meet Maureen



Maureen leads a multi-service organization with deep roots in the local community.

Started over 100 years ago as a settlement house, the organization upended the traditional approach to charity.

Here's Maureen's numbers:

- **200+** staff
- **15,000** people served a year
- **6** locations
- **11 million** in funding

- Lots of **community awards**
- Stellar **reputation**

But, Maureen feels a bit stuck. Her resources are tied up in delivering what is. Not developing what could be.

To get unstuck, Maureen has tried lots of things.

Top 10 approaches non-profits have tried:

- continuous quality improvement
- lean management
- professional development
- strategic planning
- organizational restructuring
- stakeholder engagement
- innovation jams
- social change labs
- co-design
- storytelling



***“We keep on repairing the
holes in the safety net, but
it’s still not enough.”***

***Few of the change attempts have left lasting
capacity to tweak & transform daily practice.***

We're building Grounded Space to help organizations move from safety nets to trampolines, and from best to next practice.

Grounded Space is a Research & Development Collective that brings together social service organizations to pool the resources & risks for real social reform.

We confront the top barriers to big change:

- workforce for caring, not innovation
- strong hierarchies
- accountabilities up, not down
- compliance cultures
- little perceived control & agency
- limited ground-up data
- few resources for Research & Development

We add capacity to organizations to:

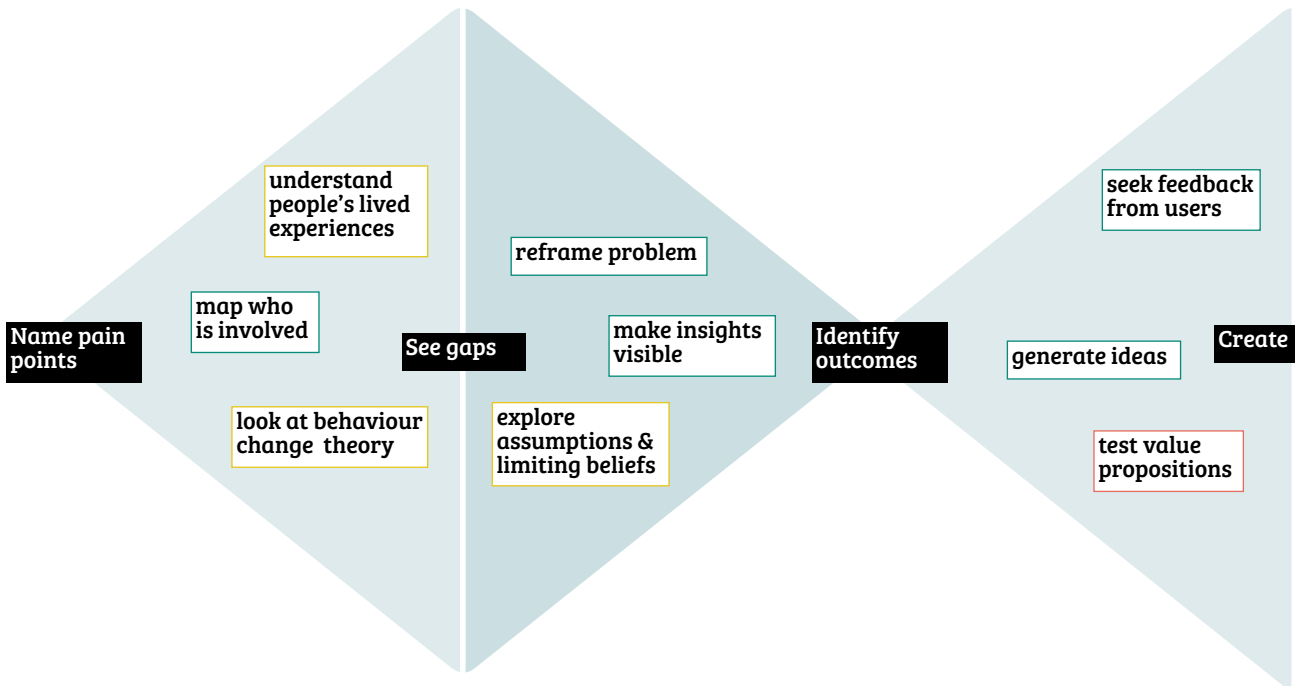
- spend time with end users
- identify assumptions
- draw on theory & experience
- make & test alternatives
- fail, learn, & try again
- reflect on intents & practices

We call this Social Research & Development!

Getting to next practice blends design and behaviour change theory,

Discover insights

Define opportunities

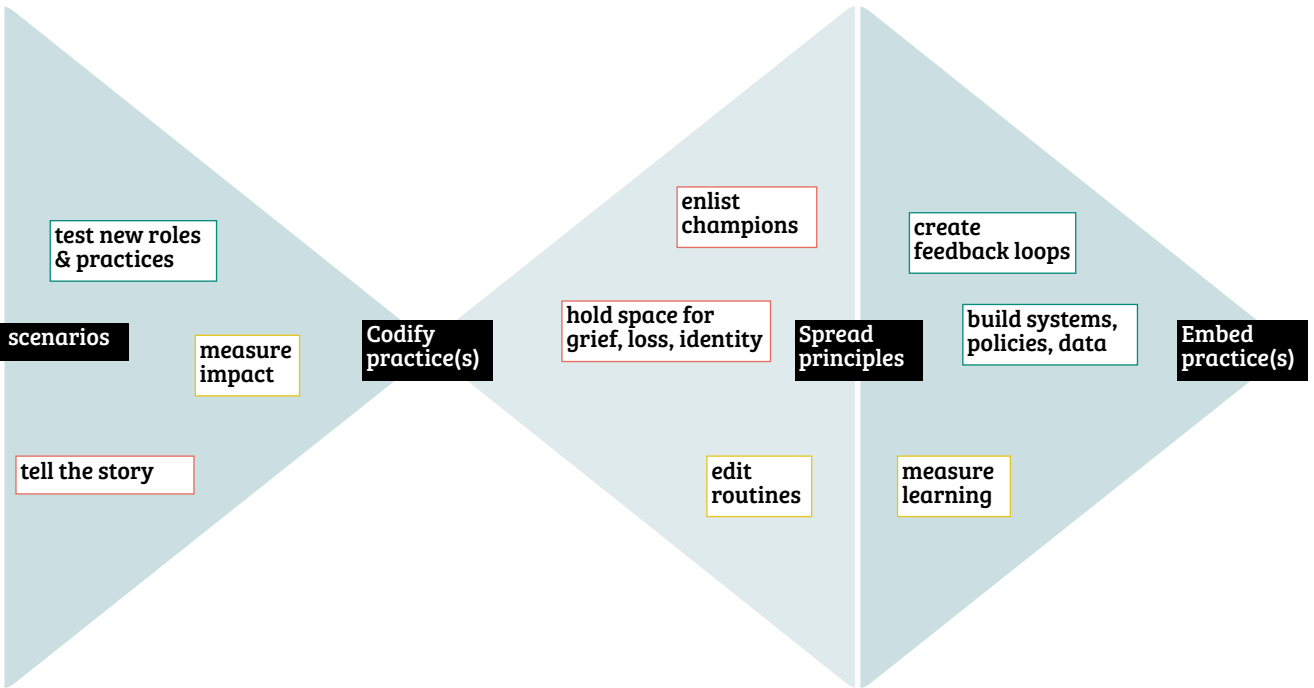


Activities in the diamonds are a blend of **social science**, **design** and **leadership**

as well as implementation science, and transformative leadership.

Develop alternatives

Embed practices



Getting to next practice looks like:

Drawing on the latest social science theory, evidence, and international examples.

Teams of frontline staff, managers, and end users working together to identify problems before jumping to solutions.



Doing fieldwork and observational research in communities to understand realities and experiences.

Making ideas visual and tangible to test with users, fail, and try again.

Join as an individual or organization:

> We'll network you to people
from different disciplines
and perspectives.

> Use the catalogue full
of learning experiences
& opportunities!

> We'll help your organization
understand its readiness to
change, and build teams to
make, test & embed innovation.

Subscribe as an individual. You may be a funder, policymaker, leader, manager, frontline worker, designer, or researcher wanting to better understand R&D.

Grounded Space Catalogue



Making Space:
Practical reflective tools



Perceptive Leadership:
What's called for, when?



Creating Interactions:
Intro to service design



Assumption Busting:
Try ethnographic data

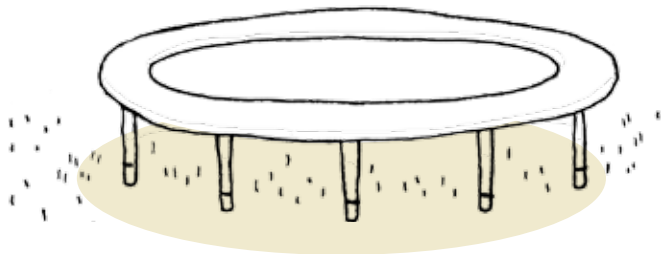
Join as a social service member and bring R&D in-house to improve social outcomes.

Want to jump with us?

Over 2017-18, we're prototyping Grounded Space. Thanks to the generosity of the McConnell Family Foundation, the Conconi Foundation, and the Community Living Innovation Venture.



- > The Learning Catalogue is open to anyone curious about social R&D. Are you intrigued by diverse change methods?
- > We're seeking 6 social services to test membership alongside our 4 founding members. Is your organization committed to upending the status quo?



Grounded Space is powered by InWithForward. We're an international team of designers, social scientists, and community leaders ready for big change. We've worked in 6 countries, inside and outside of government, unions, foundations, advocacy organizations, social services, and design firms. We've tried all sorts of consultative and participatory approaches to change.

But, if we're honest, few of our approaches have stuck. People living on the margins are too often caught surviving, not flourishing. So we're trying again. This time, we're bringing together design, social science, implementation science, and leadership practice.

Grounded Space is a reflection of our many lessons learned. Rather than invest in one-off innovation projects, we're building organizational infrastructure for deeper change. We invite you to join us.

See our past work at www.inwithforward.com



Get in touch!

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