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MODULE NAME: CHANGEMAKERS CREATIVITY AND VALUE CREATION

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INTRODUCTION:

Throughout this assignment I will be exploring the key themes and ideas which are taught in the module changemakers: creativity and value creation and also what skills I have picked up learning with online, e-material. There are four units in this module, with four topics in each module, I will be assessing what I have gained from one chosen topic from each unit. The four units are: unit 1- ideas and values, unit 2- creative solutions, unit 3- mobilising support and lastly unit 4- evaluation. The 4 topics that I have chosen are: innovation, changemaking- the act of creating value, collaboration not competition and closing the loop.

UNIT 1- IDEAS AND VALUES (TOPIC 1- INNOVATIONS):

Innovation is the introduction of something new aiding society into further advancement (Onibalusi, 2019). Innovation was extremely intriguing for me as it aided me in realising as to why advancements throughout history have been made, this is due to human's ability to think outside the box. It is due to our ancestors that the globe today is able to enjoy things such as digital communication, online education and digital entertainment.

INNOVATION AND SOCIETY:

Innovations are pinnacle in mitigating problems for society, one of the main ways in which innovations impact society is advancements in technology (Onibalusi, 2019), this has been observed in recent times for example the invention of the apple I-phone, a smart phone without the need for a key-pad. Innovation has also helped society with jobs and economic growth it is expected that the global economy will double in size by the year 2050 (Onibalusi). Innovation can also aid developing countries, for example new technologies can

be helpful in solving hunger issues, sickness and much more. Innovation has had a deep impact on society and will continue to do so for the foreseeable future.

CREATING THE FUTURE:

Innovation is imperative for the future; we know this as we have all experienced the importance of innovation in our lives. Innovation allows for a more intelligent future to be constructed providing new possibilities and opportunities for members of society (Lee and Trimi, 2018). The future may have things which are believed to be impossible in today's times, for example innovation may lead to there being a cure for cancer, an end to climate change and an end to world hunger. Innovation will definitely be needed in the future in order for the human race to be able to tackle the potential calamities that the world could be facing.

CREATIVITY AND SOCIETY:

Creativity is what leads to innovation and change within society, this is needed for society to advance, engaging people's minds and causing them to utilise the capacity of their brains, creativity also allows for people to be more absorbent of knowledge provide alternative paths of thinking (Carson, 2016). Creativity also allows for society to see its true capability and to help cross boundaries which were thought to be unreachable. An example of this was the moon landing in 1969, where people of the past couldn't have imagined humans reaching the moon yet it was done through creativity and innovation, with the use of people using their intellect.

UNIT 2- CREATIVE SOLUTIONS (TOPIC 1- CHANGEMAKING- THE ACT OF CREATING VALUE)

WHO AND WHAT ARE CHANGE MAKERS:

A changemaker is an individual who takes creative action in order to solve a social issue that is prevalent in their society (Evansville, 2016). To be a changemaker it is not good enough to just have an intention to do good, there must also be action alongside this intention in order for a change in society to actually occur. A changemaker also shows continuity in their work, not giving up on their mission until there has been an alteration in society as a result of their efforts. There are many changemakers who have been recognized

for their hard work and dedication to their cause examples include Martin Luther King Jr and Rosa Parks. Martin Luther King Jr is known for his stance against oppression and starting a civil rights movement to enable black people to have equal rights in America (National Geographic, 2020). Rosa Parks is also another changemaker known for her role against the Montgomery bus boycott, standing up against racism (Wikipedia Contributors, 2022).

VALUE CREATION PEDAGOGY:

Value creation pedagogy is when teachers allow for their students to learn through applying what they are capable of, in order to create something which is valuable to a minimum of one shareholder external to that individuals group (IGI Global, 2022). Value creation allows for students to broaden their capabilities, skills and attitudes, these are beneficial for the student as it enables them to be well-equipped for the world of work and life in a work environment. This is different to standard education, as standard education is merely the acquisition of knowledge (INSIGHTSIAS, 2022), however, value creation enhances an individual's skills and is much more practical than a standard classroom style of teaching. This is also extremely important for students as they usually feel unprepared with the life ahead of them and struggle trying to learn along the way, this style of learning makes sure students can excel further on in life.

THE PRACTICE OF CHANGEMAKING:

Changemakers are individuals who continue to challenge the issues which are faced in society and they continue to display perseverance in the face of calamity. Changemaking can be practiced in many ways, changemaking in practice isn't always attending marches and protests often however, it could be practiced by attending weekly webinars and online chats. There is a plethora of pathways which people can take to tackle social issues that they believe should be fought for (Social Change, 2022). Furthermore, there are also commonalities between changemakers such as their personality, attitude, mindset and hard work, these characteristics and similar characteristics enable changemakers to impact society in any way that they can, whether that be protests or online chats, these characteristics provide the foundation from which changemakers work from in order to take action against injustice. For change to be made in society by an individual that individual

must have qualities and actions that the average person does not, this is what causes them to practice changemaking.

UNIT 3- MOBILISING SUPPORT (TOPIC 3-TELLING YOUR STORY)

This area of learning was extremely beneficial for me as it taught me the importance of how to get my service or product across to potential customers. Teaching me communication and social skills.

STORYTELLING AS A PERSUASIVE COMMUNICATION TOOL:

Storytelling allows for us as individuals, to share any ideas we may have or our experiences. It can also be utilised in the workplace to enable teamwork towards an organisational goal. Storytelling allows for a more natural way of sharing attitudes making it more engaging, it may feel uncomfortable or embarrassing for the person that's storytelling however it is a good way in sharing rich information which sets the stage for persuasion (NNgroup, 2019). Storytelling enables our audience to feel more connected with whatever concept is being pitched to them, storytelling provides additional context to the message in the form of emotion, behaviours and goals these things are missing in flowcharts and graphs, which allows for storytelling to be significantly more persuasive in comparison to other forms of pitching ideas and services.

SELF CONFIDENCE AND AUTHENTICITY:

This section allowed for me to come to the realisation of the importance of being confident in my work, in order to be successful in the workplace. Authenticity is what can lead towards self-confidence, it is also the character that people look for when purchasing a product, authenticity allows for an individual to gain trust if people are genuine, it carries a significant emotional and cultural capital (Gagan, 2019). Self-confidence is also imperative when storytelling to provide a service or product, because if an individual is not confident within themselves then they surely cannot be confident within the product, this leads to consumers being put off of the product and losing interest. However, if an individual appears confident this places assurance in the minds of a consumer making them rethink about their previous

notions that they may have had and also making them more confident in the quality of whatever is being told to them.

PREPARING A STRONG PRESENTATION:

A strong presentation can be a potent way to get a message across, becoming a good presenter will augment your personal brand and profile (WIBF, 2018). The reason why it is crucial to be a good presenter is due to the current workplace which we live with, there is a very competitive market where people are constantly trying to gain higher positions and outdo their competitors, hence it is no longer sufficient to just be able to carry out your job, you must also be able to communicate effectively with other getting your thoughts and ideas across as they could be pivotal in your role within an organisation. An individual may be excellent in their line of work however, if they can't articulate what they have to offer to a person then that person will never know how good they are and what they can provide. Therefore, it is a must in this day and age that people enhance their communication skills through any means necessary.

UNIT 4- EVALUATION (TOPIC 1- MEASURING SUCCESS)

This unit taught me the true value of success and that success is not always measured by money and social status, but rather achieving whatever goals that I have set out to complete.

WHAT IS SUCCESS:

Success can be defined and taken in multiple ways, for an individual trying to achieve financial goals earning money would be success another example is an individual trying to achieve a good mental health, for them feeling less anxiety could be a sign of success. Success is usually defined as the favourable outcome of an action (SUCCESSCONSCIOUSNESS, 2020). People can also feel success when completing small tasks throughout their day that they thought would not get done for example completing an essay or doing household chores. Some people work hard for the level of success that they are trying to reach whereas other may not work so hard, they may take a break from all the

hard work in order to clear their mind. There are many ways to be successful and success is subjected to an individual, not other people's expectations.

THE PYGMALLION EFFECT:

The Pygmalion effect is a psychological effect on an individual, it explains that when an individual has high expectations of themselves, they will be able to perform at a higher level, it is named after a Greek myth of a sculptor who fell in love with the statue that he created, so much so it came to life (Wikipedia Contributors, 2019). This is also proven by psychological research by Rosenthal and Jacobson, who demonstrated that who expected augmented performance from their students, led to the students' performance to actually be enhanced (Wikipedia Contributors, 2019). This highlights how our performance can be enhanced once we surpass the barrier of the mind, it is our mindset that dictates a great portion of our capabilities. Once we are able to feel confident in ourselves that we are able to complete whatever we set out to do, the task no longer becomes a problem for us and our performance becomes enhanced.

SUCCESS AND WELL-BEING:

Research has demonstrated that success does indeed have an impact on our well-being and mental health, with people achieving success feeling short-term gratification however, they may also experience long-term negative effects on their well-being (Sood, 2021). Research does demonstrate that success usually leads to a good physical and mental health, however successful individuals may feel a sense of being unfulfilled in other aspects of their life, being successful may mean that they are perfectionists and when things do not go their way, they might not be able to handle it as well as unsuccessful people who regularly encounter feelings of disappointment and failure. It is important that as individuals we learn to take failure positively and use it as our motivation to fuel us on our journey towards success, as we can only learn in life if we make mistakes. Success has a genuine positive impact on an individual's well-being, as it allows people to feel better about themselves and what they are capable of.

CONCLUSION:

In conclusion there are many things which I have learnt from all four units, which have enabled me to enhance my skills and to be a better contributor to society and the workplace, learning how to offer more to organisations and also learning how to enhance my own skills through a range of methods such as: mindset, determination and perseverance. Not only has it provided me with skills necessary to improve my own life but has also taught me the value of having a positive impact on the lives of others and how I can play a pinnacle role to there being a cataclysmic societal change, leading to more equality and opportunities for members of society.

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