

The Solution Revolution



Where tough societal problems persist, citizens, social enterprises, and yes, even businesses, are relying less and less on government-only solutions. More likely, they are crowd funding, ride-sharing, app-developing or impact-investing to design lightweight solutions for seemingly intractable problems. No challenge is too daunting, from malaria in Africa to traffic congestion in California.

These wavemakers range from edgy social enterprises growing at a clip of 15% a year, to mega-foundations that are eclipsing development aid, to Fortune 500 companies delivering social good on the path to profit. The collective force of these new problem solvers is creating dynamic and rapidly evolving markets for social good. They trade solutions instead of dollars to fill the gap between what government can provide and what citizens need. By erasing public-private sector boundaries, they are unlocking trillions of dollars in social benefit and commercial value.

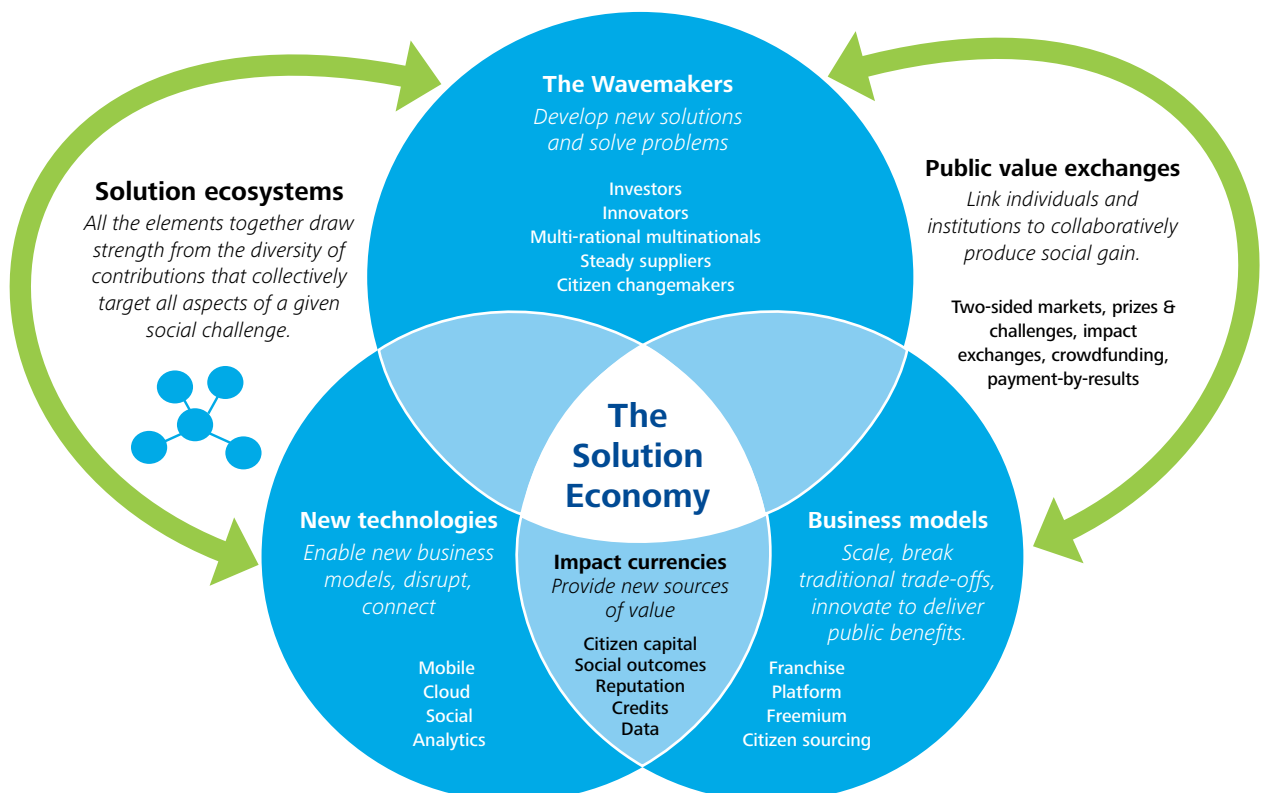
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About the authors:

William D. Eggers is an internationally recognized authority on government reform. He is the Global Research Director for Deloitte's Public Sector practice, columnist and author of seven books.

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The Solution Revolution explores how public and private are converging to form the Solution Economy. By examining scores of examples, William Eggers and Paul Macmillan reveal the fundamentals of this new – globally prevalent – economic and social order. The book is designed to help guide those willing to invest time, knowledge or capital toward sustainable, social progress.



Creating your own solution revolution in six easy steps.

How can you promote social innovation at your organization? In the course of writing this book, we've either developed or come across dozens of actions that business, government, foundations, investors, and social enterprises can take to grow the Solution Economy:

- ✓ **Change the lens.** If you're thinking about solving a big problem solely in terms of current programs, you will confine potential solutions to a flawed status quo. Focusing on the outcome to achieve rather than clinging to bygone processes opens up a whole universe of potential solutions and prospective problem solvers.
- ✓ **Target the gaps.** Develop new markets by meeting neglected needs as well as gaps among the ecosystem participants trying to address a given issue.
- ✓ **Rethink constraints.** Don't let your resource constraints narrow your vision; focus on an end goal and consider how resources outside the organization can support that goal.
- ✓ **Embrace lightweight solutions.** Sometimes the best solutions are also the cheapest, although along the way we may have to sacrifice old models, traditional jobs, and even long-trusted institutions.
- ✓ **Buy differently.** Governments and large companies purchase trillions of dollars in goods and services each year from millions of different suppliers and partners. One of the fastest ways for these public and private institutions to influence the Solution Economy is through how they buy.
- ✓ **Measure what matters.** The right metrics are a powerful compass for problem solvers, pointing resources to where they will have the greatest impact. Measurement is most transformative when insight and feedback is applied to how problems get solved.

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