

HOW native
plants, going
solar, **TO** vege
gardens, sign
up, **DESIGN**, pick
up litter, donate,
join, **CHANGE** get
chooks.

Presented by
Les Robinson

A crash course **for landcare and bushcare**

Tuesday 10 October 9.30 to 4.00

Level 3, 10 Valentine Avenue, Parramatta

Quick book at <https://gslls.wufoo.eu/forms/kb4czh903qirv7>

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The **Changeology** workshop

Join a group of passionate peers to design projects to change the world, led by 'changeologist' Les Robinson.



Together we'll design real-life projects that achieve change by enabling people and communities to do things they've never done before (or re-start doing things they've stopped).

We'll apply social psychology, creativity, good process and a little innovation magic.



It's an active, fun workshop, in teams, being creative and fearless together.



Photos from the Changeology workshop.

What's the buzz about?

If I had a magic wand, what would I change?

If the usual solution was impossible, what could we do instead?

What we do

MORNING

1) A crash course in the psychology of change.

Understand how familiarity, control and relationships make all the difference. See how to avoid denial and resistance. Understand change as a wave of positive conversations travelling along social networks.



2) **Rapid project design method.** A simple facilitated method to design projects that change the world. We'll work in groups, using a technique you can transfer to any project in future.



AFTERNOON

3) **Funk it up.** We'll add pizzazz, zest and funkiness to devise tactics that will get us noticed, create positive buzz, and attract people to come and play.



4) **The perfect message.** We'll create a verbal invitation or communication product that people will find irresistible.



Participants take away



80 page Changeology manual;



A range of new skills, especially to facilitate creative discussions;



Great ideas for future projects;



Optimism: 'Yes, we can do it!'

Based on Les Robinson's *Changeology*.





“When can I start using this!!!”

“I feel re-energised knowing that an enabling change project does not have to be hard.

“Fantastic! Best workshop I've ever been to.”

“It was great that we got to work on our own real life projects.”

This was an easy way to learn, the workshop was not a hard process even though our projects seemed quite involved. The time just flew by! Thanks.”

“Compared to all the spot-fines and emails etc I'd normally deal with over two days, arguably the most productive two days I've had. I'm glad I didn't go to all those 'essential' meetings!”

“Thanks for making the tools available so easily. My associates here at council seem to think I am good at writing up project outlines and proposals, but really I just fill in the blanks around your tools.”

“Fantastic! Extremely useful and motivating. Looking forward to confidently using the process in all sorts of change enabling projects.”

“Excellent and really useful. Les is a great facilitator, excellent attitude and I appreciate the way he keeps things on track, interesting, fun and practical. Best facilitation I've seen in my year in this job!!”

“Action-packed and thought-provoking.”

More at www.changeology.com.au

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