

# A FORK IN THE ROAD

*WHAT IF* MORE OF THE SAME IS THE PROBLEM  
NOT THE SOLUTION?

Holly Notcutt (#iwill) & Ben Miller (ICM)

# ABOUT US

**HOLLY NOTCUTT** / HEAD OF PARTNERSHIPS  
& IMPACT / #IWILL

we bring young people together to overcome  
some of society's most complex issues  
through the power of youth social action

**BEN MILLER** / SERVICE DEVELOPMENT /  
**IPSWICH COMMUNITY MEDIA**

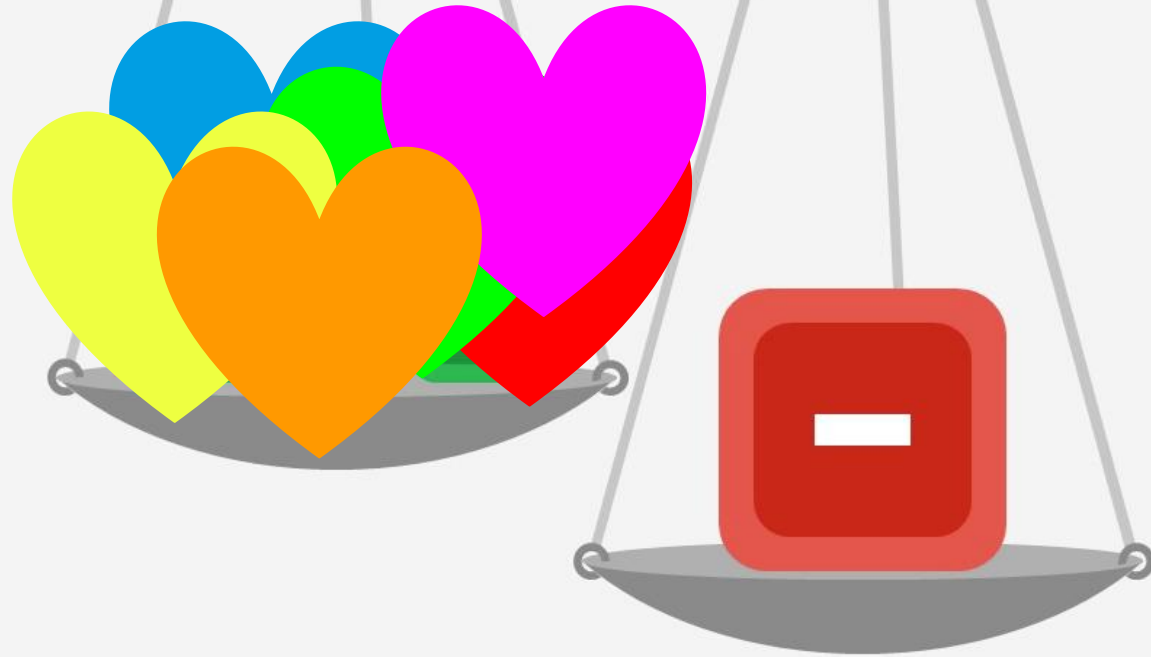
we challenge inequality by transforming  
the lives of young people through  
learning, media and music



**SO WHAT IS THIS ABOUT?**



**IPSWICH: WHAT'S WRONG to WHAT'S STRONG.**



**OUR JOURNEY HERE**

**HUMAN CONTEXT = PAST**





**HUMAN CONTEXT = PRESENT**





**“We were never designed for the sedentary, indoor, sleep deprived, socially isolated, fast-food-laden, frenetic pace of modern life”**

**- Stephen Illardi**



**WHERE NEXT?**

**NO  
THROUGH  
ROAD**

**CLEAR = BEST PRACTICE**



# APPENDICITIS

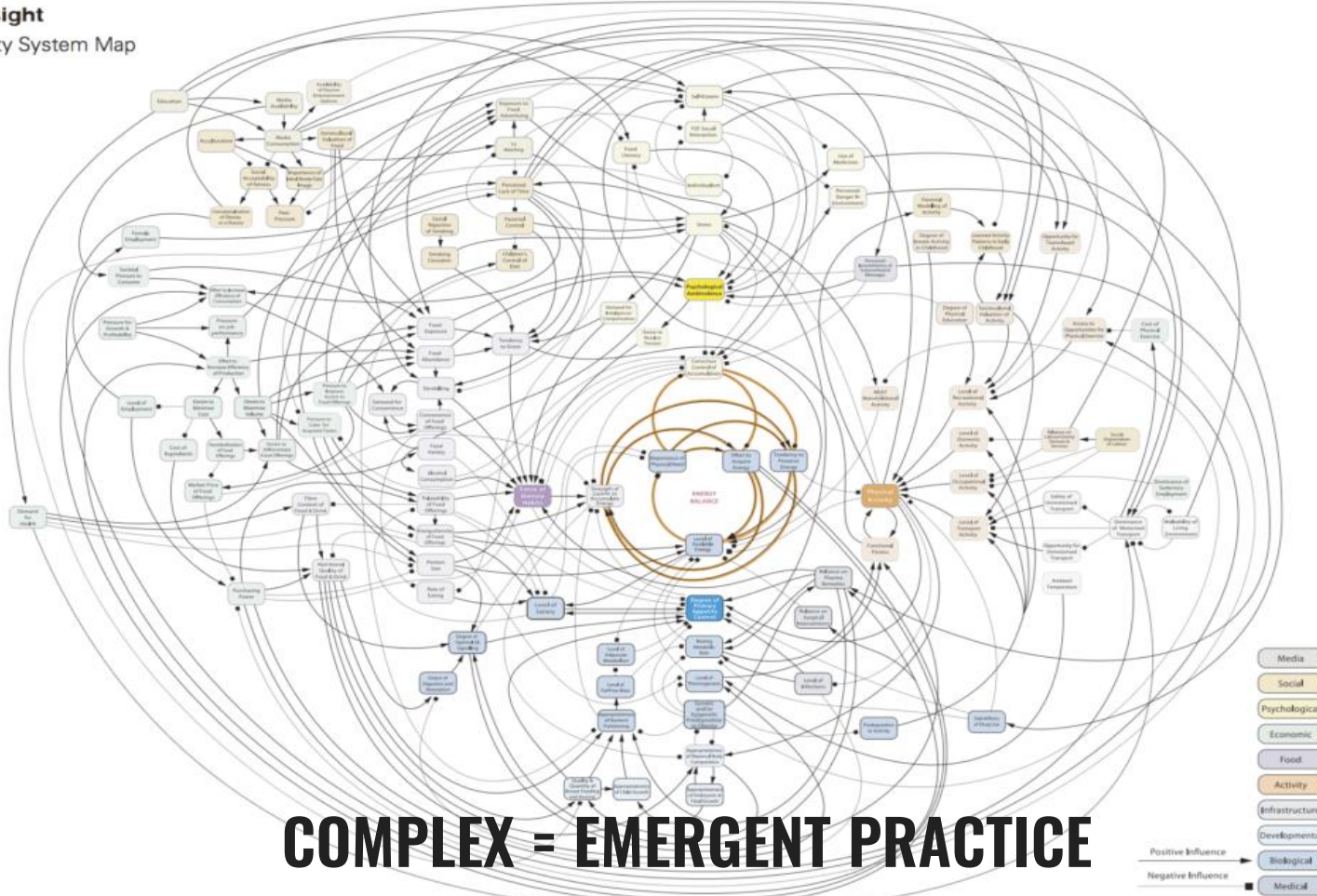
\* MOST COMMON SURGICAL EMERGENCY of the ABDOMEN \*



**COMPLICATED = GOOD PRACTICE**

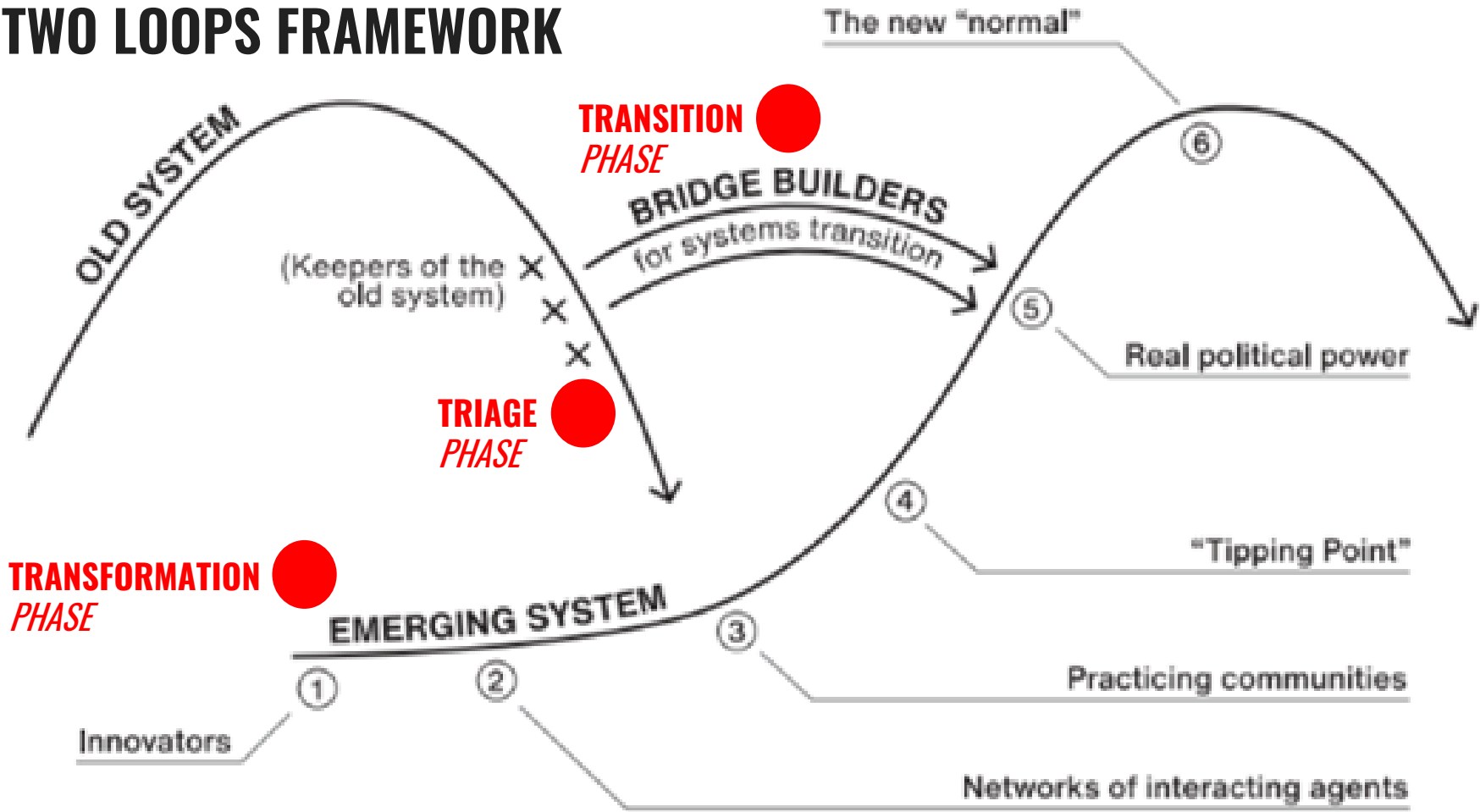
# Foresight

## Obesity System Map



**COMPLEX = EMERGENT PRACTICE**

# TWO LOOPS FRAMEWORK





**NOW WHAT?**

# WORKSHOP INVITATION:

## MOVING TOWARDS A CULTURE OF EXPERIMENTATION



**PEOPLE**



**PATTERNS**



**PRINCIPLES**



**PROJECTS**

***WHAT IF THE NEXT BIG THING  
IS LOTS OF LITTLE THINGS ??***

