



Seed Redemptive Design Tool

Redemptive Design Canvas

Purpose

This is the foundation of who you are as an individual or organisation. It is your sense of why you were created and what role(s) you play in the world. It flows out of your story (see Purpose Storyboard tool) and is worked out in a context.

We believe you flourish when your decisions and activities are aligned with this purpose. Insert your purpose statement here. We find it helpful to use metaphors or creative images to capture this. For example, at Seed we use the purpose statement ‘We are a nursery for redemptive changemakers’.

Context

Perhaps the most important decision you make when you are seeking to design a redemptive solution is the scope of the problem or context you want to work on.

Who/what is the people/place/culture that we are called to serve?

Which takes priority for you? Are you looking to change the lives of individual people? Are you trying to change a policy/law/structure? Are you trying to shift a cultural mindset or narrative about the way things are/should be?

Imagined Future

What is the change we seek? What is the change you believe God desires and is calling you to co-create in the context you have identified?

What would your context look like if it were more aligned with God’s design for it?

Current Reality

What is your context currently like? In what ways is it aligned with God’s design, and in what ways is it different?

What are the needs of the people you seek to serve in the context?

Theory of Change

This is the foundation for your design work. How do you believe the change from the current reality to the imagined future actually happens? This enables you to make good decisions about the part you play in the change that God desires. To do this, we work through a Theory of Change canvas that includes research into:

- Other stakeholders and existing assets for change
- Barriers to change
- Your capabilities



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Solution - Product/Service

What is your product/service? We believe change happens when we make things. We take ideas and we turn them into something that people can touch, taste, feel.

In this section you work out what you are going to make, how you can make it in a way that it creates value for your customers and beneficiaries, while also:

- Aligning with purpose
- Meeting the beneficiary at their point of need
- Having capacity to move the beneficiary toward God's desired future – their unfelt needs
- Addressing the barriers

The Vehicle – Revenue, Activities, Resources, Cost Structure

What is the vehicle/structure (business, organisation, campaign etc.) that holds your work and enables you to work toward your imagined future? Does the vehicle have the capacity to carry the product forward?

- What are the possible revenue streams? Are they scalable? Are they repeatable? Are they sustainable?
- What are the activities associated with the delivery of the product?
- What resources do I need to effectively deliver the product? Can I access them? At a reasonable cost?
- What is the cost structure?

Community of Support

- Who are the people/organisations who are passionate about your cause and will join you in creating the change you desire?
- Who are your collaborators? Who would share your purpose? Where are there opportunities for shared value?
- Who holds the power to significantly influence the change you seek? Either positively or negatively. Think policy makers, organisational leaders, cultural influencers.

Your Story of Change

Use the canvas to develop your story of change. This is sometimes packaged in a pitch. If you are able to bring together the strands of the canvas, you will have a compelling argument for others to join you in your cause.

PURPOSE STATEMENT:

CONTEXT:

CURRENT REALITY

