



Seed Redemptive Design Tool

Redemptive Design Framework

Seed's **foundational belief** is that *all Gods people are called to be agents of redemptive change in whatever contexts God has placed them.*

The problem is that most current approaches by Christians to engaging the public space are:

1. Highly reactive & negative – focused on condemning and critiquing our culture rather than providing a positive alternative that is grounded in the Christian story
2. Overly theoretical and 'intellectual' – focused on truth and belief in a cultural context that is more interested in questions of value than truth. People are asking 'what does this mean for me?' or 'what do I get out of this?' rather than 'is this true?'

These approaches fall short of what is needed to effectively witness to Jesus in today's world.

Redemptive Design

Redemptive Design is a process and set of tools that leads to more constructive, embodied and creative expressions of the Christian faith.

Redemptive Design helps individuals and organisations turn theoretical purpose, mission and beliefs into tangible initiatives (products, services, businesses, strategies) that bring redemptive change and give people a taste and see experience of life with Jesus.

It is an alternative to other approaches to design that moves Christians:

- beyond a narrow focus on personal salvation to participation in God's purposes
- beyond fear to humble confidence
- beyond naming problems to finding solutions that grow out of the Christian story
- beyond simply sharing their beliefs to embodying value in the contexts they serve
- beyond ideas and dreams to implementation and real change



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APPLICATION

The Redemptive Design Framework contains 6 Phases.

1. Discover: Get clarity on your 'why' and how it relates to God's work in the world. This is your foundation. It gives meaning and direction to your initiative.
2. Story of Change: A compelling articulation of the problem you're solving, and the different possible future you envisage.
3. Product / Service Design (Solution): Develop your prototype. Test with real beneficiaries or customers. Develop an evidence base to evaluate whether your idea is viable.
4. Vehicle of Change: Test your business and financial model. Is it scalable and sustainable? Will it achieve the change you desire? Prepare for investment.
5. Community of Change: Build your stakeholder community. Develop capacity through collaboration and partnership.
6. Executing for Growth: Develop clear plans and deliver to market. Monitor & evaluate. Share your story and build impact.

Our hope and prayer is that Redemptive Design will help restore a humble confidence in God's people that we have something of infinite value to offer the world.