

# Delivering Systemic Change



## Workshop overview

Calls for change are growing, and tackling complex problems requires new ways of thinking. As social marketers, we know we can't keep doing the same things — we need fresh, collective approaches.

Creating Collective Solutions (CCS) is a systems-based, solutions-focused process that brings diverse perspectives together to agree on a shared path forward. CS is a systems approach that aims to engage very different points of view. CCS recognises that we can't stay within our current boundaries and that we need to look at our problems in a different way. CCS is a process that can be applied to learn what different people want and to collectively agree on a path forward.

At Social Marketing @ Griffith, recent CCS programs have:

- Encouraged recreational fishers to switch their fish
- Prevented 200,000L of leaves entering ACT waterways
- Identified priorities to reduce youth violence and sexual abuse in Toowoomba and Bundaberg
- Reduced asthma-related hospitalisations for children in NSW

In this workshop, you'll learn our CCS systems method and gain practical tools to apply it to your organisation's behavioural challenges — ensuring sustainable, real-world outcomes.

Email us for a quote and more:  
[socialmarketing@griffith.edu.au](mailto:socialmarketing@griffith.edu.au)

## What is included in workshop?

- Understanding the Creating Collective Solutions (CCS) process
- How to apply the 4-step CCS process:
  1. Stakeholder identification and working group formation
  2. Trigger question development
  3. Collecting and analysing factors: priorities/barriers
  4. Stakeholder workshop, consensus voting and co-design solutions
- How to gather diverse views and gain consensus
- How to design programs with people, not for people

## Why attend this workshop?

**By the end of this workshop, you'll be able to:**

- Apply CCS insights to ensure you can deliver programs, products and services that people want
- Implement the 4-step CCS process
- Facilitate sessions to gain consensus on the path forward and generate solutions
- Identify the strategies and actions that stakeholders agree your team should take

## Meet your facilitator - Prof Sharyn Rundle-Thiele

Sharyn's work tests current social marketing practice to build a strong evidence base on what truly drives sustained behaviour change. She sees theory as a recipe - when you include the right ingredients and follow the steps, you can confidently design programs that work.



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