

Solving the most urgent societal issues collectively:

An invitation to approach our world differently

The Synergist Manifesto

Our world, our societies, and our lives as we know them face critical and escalating challenges. Many of these are complex, deeply entrenched, and urgent. To tackle these with the impact and durability needed will require a bigger approach. It will require coherent bridging between strong efforts of the past and next-generation strategies; bridging between a broad range of sectors and stakeholders; and bridging towards a movement of synergies between people, minds, and strategies, to:

1. EMBRACE COMPLEXITY:

- a. Consider the **bigger picture** - only a system perspective sheds light on the sum and flow of its parts
- b. Challenge ineffective systems - by **rethinking the ecosystems** they nest in
- c. Open up to **non-linear thinking** - to help see outcomes beyond our usual fields of vision
- d. **Unlearn mental models** - to relearn new ways of unlocking solutions

2. LEAN INTO COLLECTIVE INTELLIGENCE

- a. Nurture stakeholder diversity - the more perspectives are heard, the richer the outcomes will be
- b. Step out of **comfort zones** and into vulnerability - to break what binds and limits us
- c. Practice active listening - true insights come from **gaining more questions than answers**
- d. **Innovation is co-creation** - a process of collaborative idea discovery, sharing, and improving

3. LEAD COLLABORATIVELY

- a. Excel through **non-competition** - to enable positive collaboration where genuine trust is needed
- b. Carve out **shared purpose** - to drive synergies where agendas co-exist
- c. Enable **continuous synergy** - only genuine teamwork can overcome complex challenges
- d. It takes **collaborative leaders** - to mobilize collective intelligence and navigate it towards impact

4. INVEST TO MAKE IT HAPPEN

- a. Synergy doesn't happen by magic - it requires building **the right skills, infrastructures and conditions** to deliver it
- b. Synergy is not self-sustaining - it requires the right **curation and nourishment** to maintain it
- c. Disruptive thinking needs fuel - harness the **creative energy of synergistic teams** to get results
- d. We need to be **socially enterprising** - aligning business strengths to social goals to ensure lasting capacity and create sustainable impact

5. EMBARK ON AN INFINITE COURSE

- a. The world's complex societal challenges **need continuous synergy**
- b. **System change is infinite** - it has no set deadlines, winners, losers - just constant improvements
- c. There is **acceleration in restraint** - holding the space for broader early thinking opens windows of opportunities for deeper, more meaningful impact
- d. There is **preservation in adaptation** - achieving and maintaining triple-wins requires constant agility

Be a synergist.