



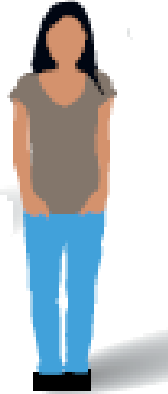
Phil Mason
Strategic Director



Ian Jones
Chief Executive



Person Centred Wellbeing



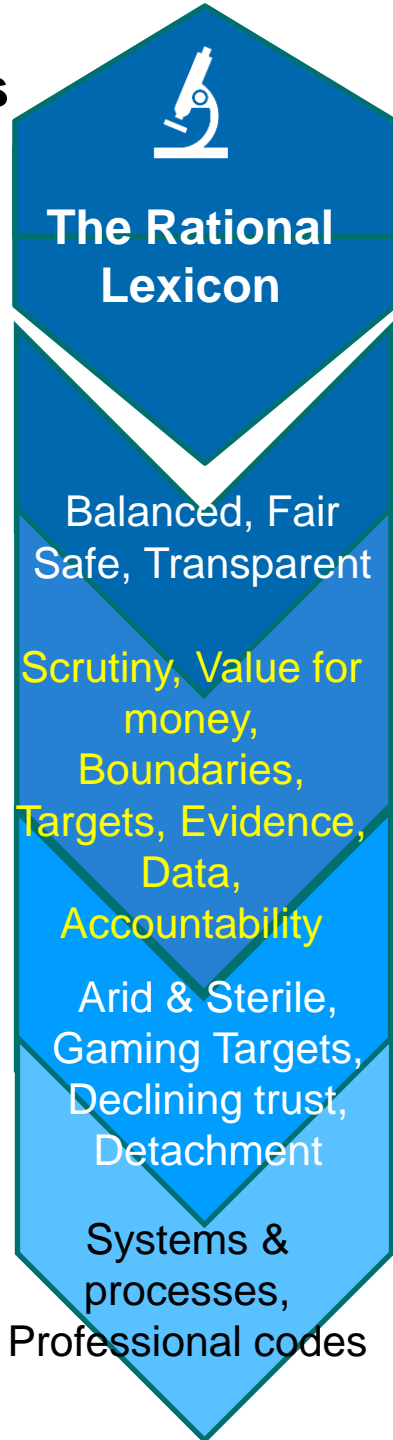
PERSON

Family & Friends

Community Based Activities
and Support

Traditional Public Services

The Two Lexicons of Public Policy



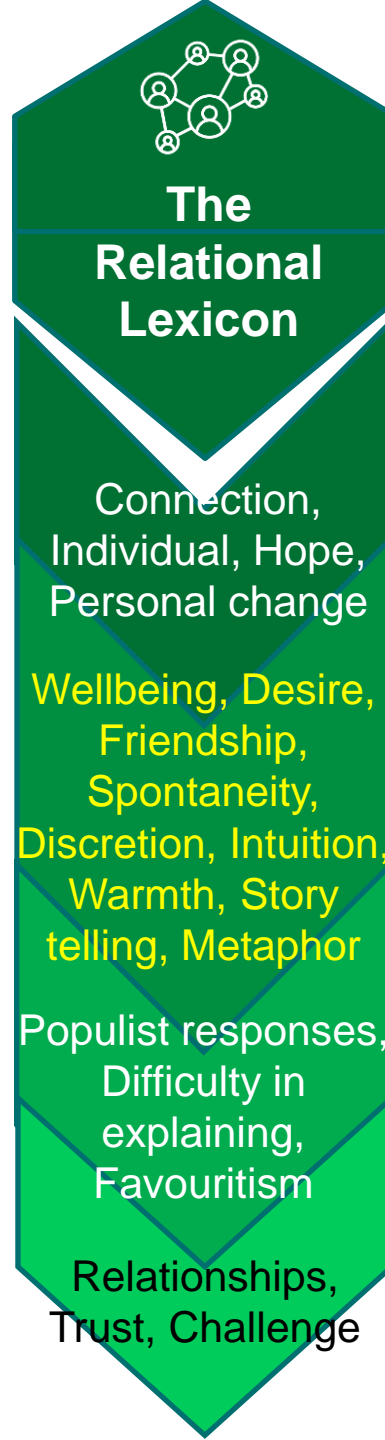
The Rational Lexicon

Balanced, Fair
Safe, Transparent

Scrutiny, Value for
money,
Boundaries,
Targets, Evidence,
Data,
Accountability

Arid & Sterile,
Gaming Targets,
Declining trust,
Detachment

Systems &
processes,
Professional codes



The Relational Lexicon

Connection,
Individual, Hope,
Personal change

Wellbeing, Desire,
Friendship,
Spontaneity,
Discretion, Intuition,
Warmth, Story
telling, Metaphor

Populist responses,
Difficulty in
explaining,
Favouritism

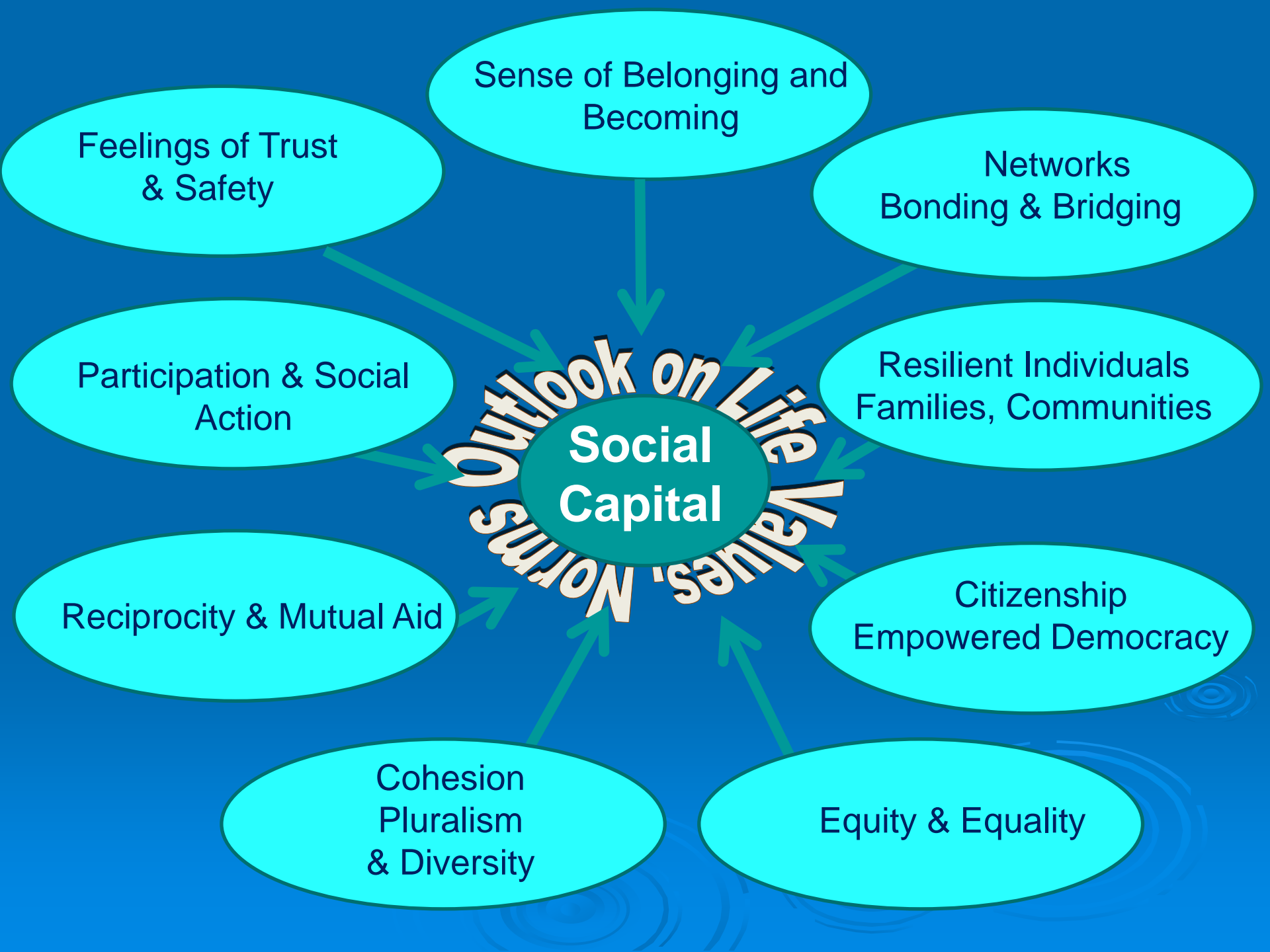
Relationships,
Trust, Challenge

MOTIVE

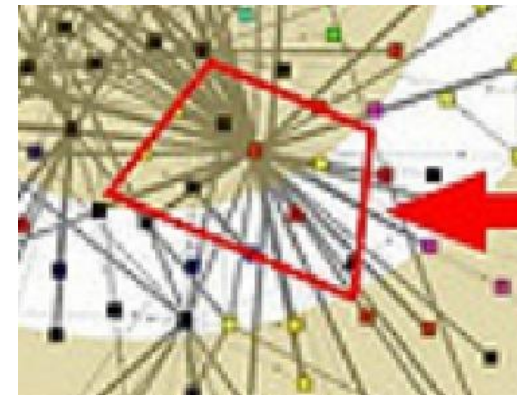
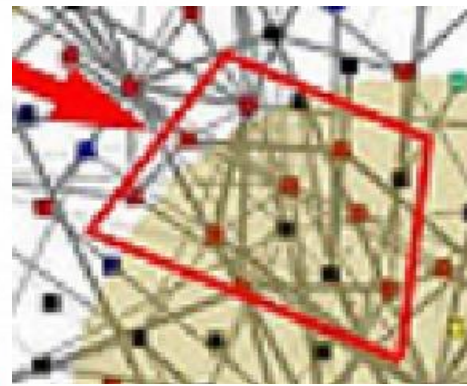
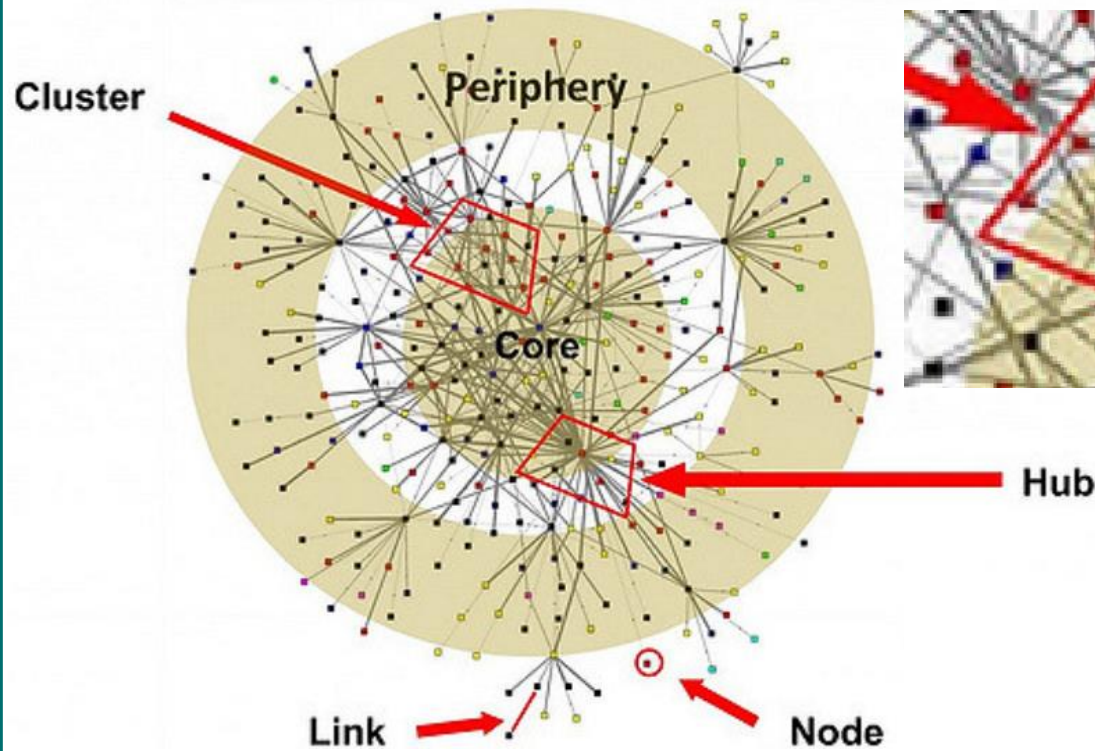
TOOLS

RISKS

OUTCOMES

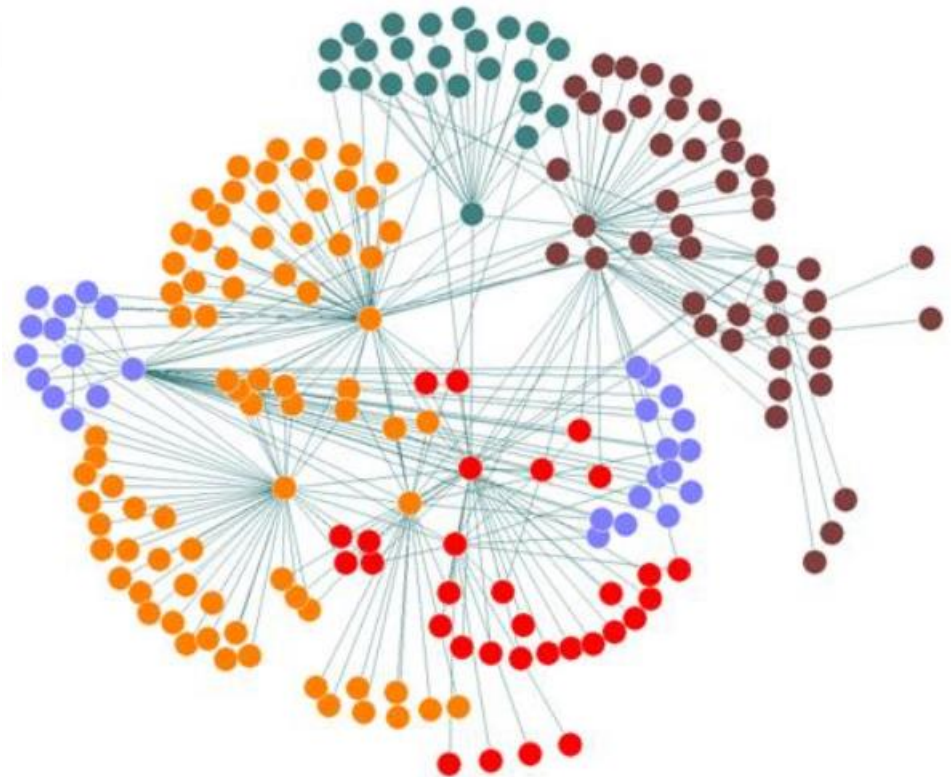


Social Networks



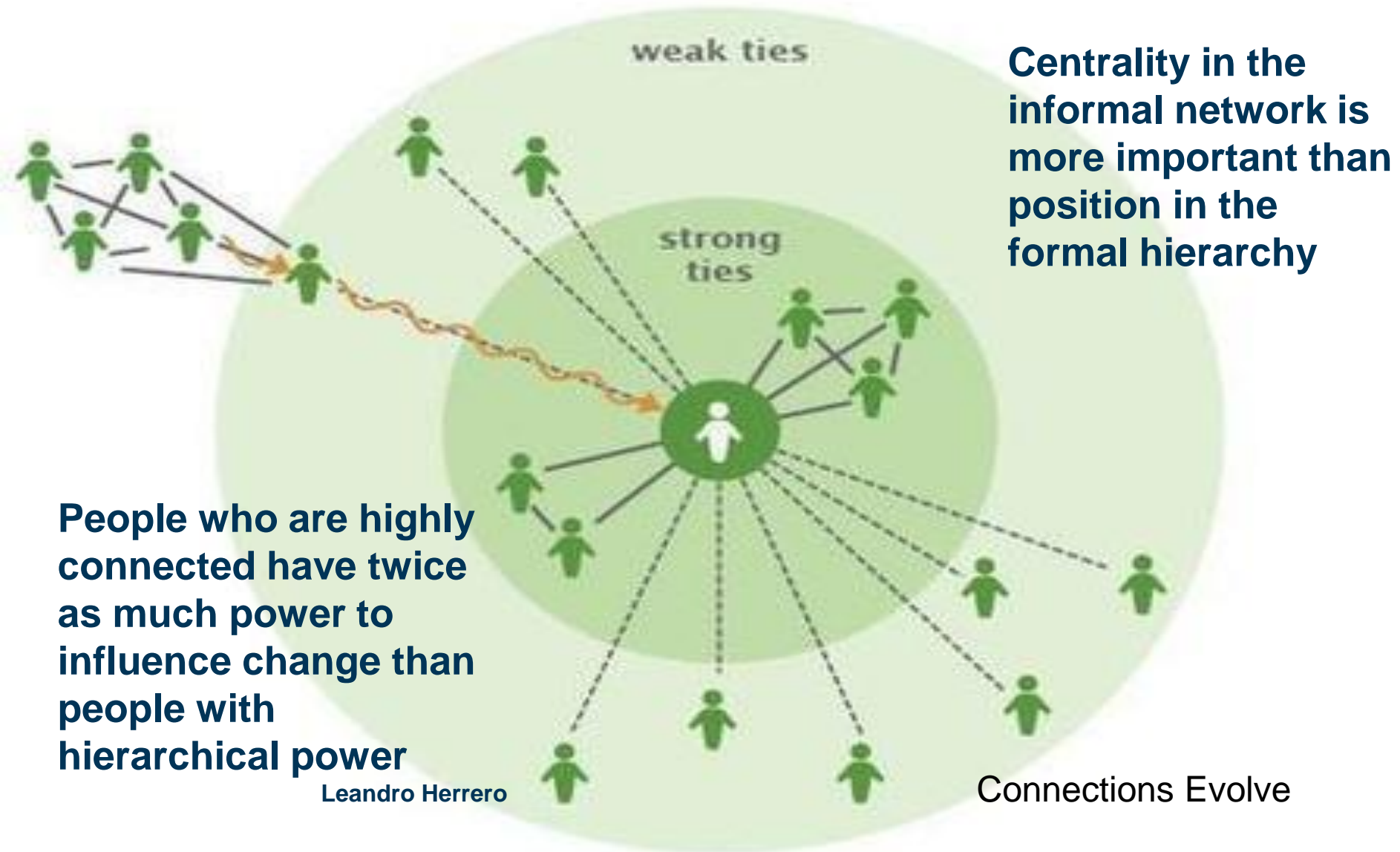
IT'S ABOUT PEOPLE

"We've begun to treat vexing social and political dilemmas as simple design flaws, mistakes to be rectified through a technocratic combination of data science and gadgetry."



People as Agents

Connections and Ties



Thank You

