



The Creative Map
Creative Tools for Change

Yes, you can...

Change The World

Questions & prompts to take you
from idea to impact



Hello.

I know, the feelings are overwhelming.

The problems in the world are impossible to fix.

The news makes you want to cry.

You feel helpless, hopeless, insignificant and small.



Rachel x

But then there's also this little spark isn't there?

If you could just grab hold of it, nurture it, fan the flames, let it go BOOM!

I'll be honest with you from the start. I don't know how to fix those big problems in the world any more than you do.

But what I have seen are plenty of real people making a very real and very positive change in their community.

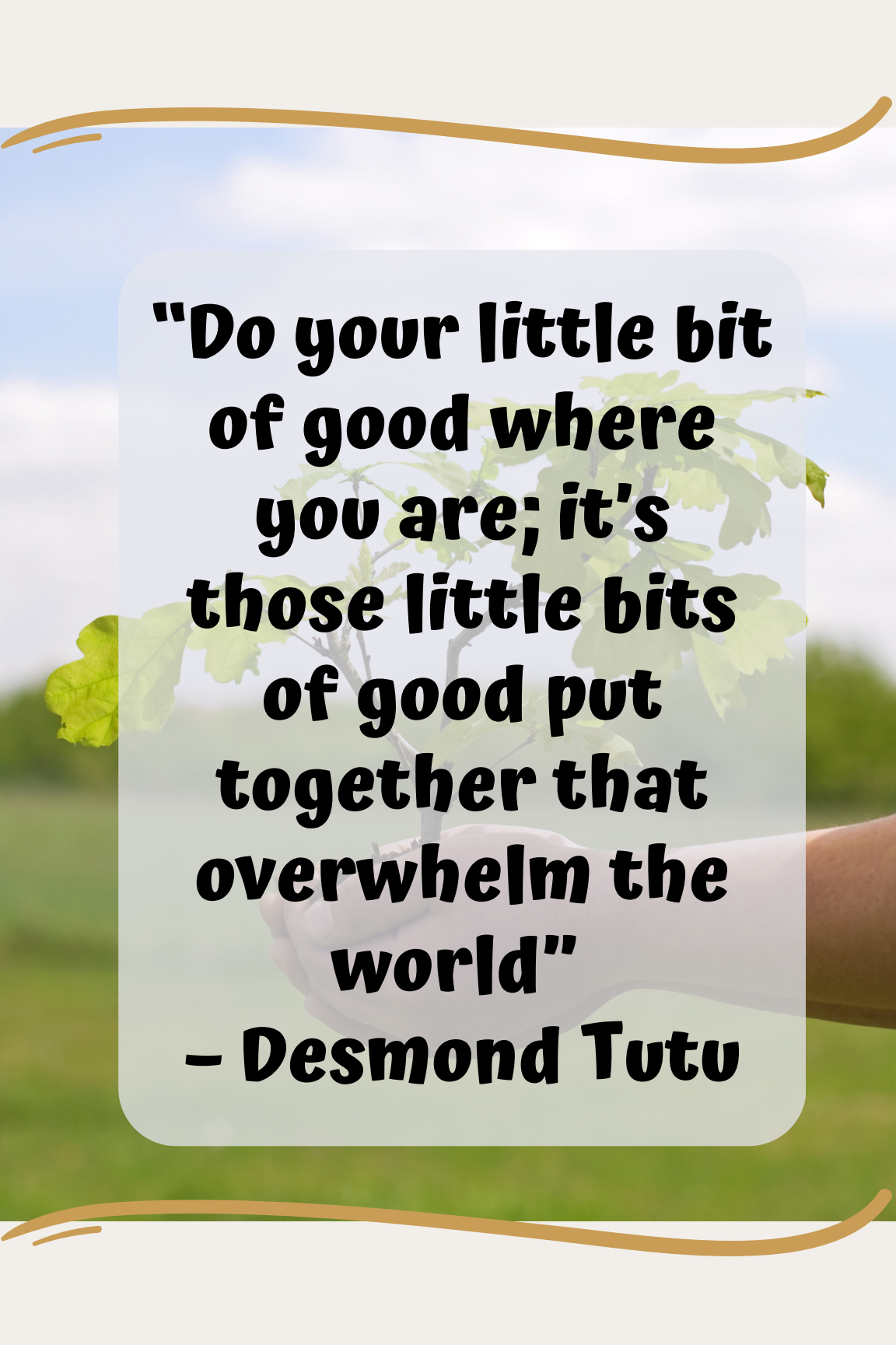
What that has taught me is that each and every one of us can make a positive difference in our own little corner of the world.

It might not feel like much.

It might never feel like enough.

But it's something.

It's starting something that matters.

A hand is shown holding a small green seedling with several leaves. The background is a blurred outdoor scene with green grass and a blue sky with white clouds. The entire image is framed by a light blue rounded rectangle with a thin orange border. The text is overlaid on this rectangle in a bold, black, sans-serif font.

**"Do your little bit
of good where
you are; it's
those little bits
of good put
together that
overwhelm the
world"**

– Desmond Tutu

I spent most of my early career working for and with big national charities. They had a turnover of millions of pounds, hundreds of staff, and the work they did impacted thousands of people.

But those charities started with just one person having an idea too.

Now I focus on working with smaller community groups; people who notice that something is missing, or broken, or neglected in their local community, and make the decision to do something about it.



In all honesty, I find the stories from these people more inspiring, perhaps because they are more relatable.

This workbook is designed to guide you through some exercises that will hopefully make your desire to change the world a little more doable, a little more enjoyable and take a bit of pressure off you feeling like you need to do it all, on your own, right now.

You can either print this out and write on it, or fill it in directly in your browser or PDF reader.

My writing and the resources I share focus on three key areas:



Developing Your Idea

Using your experience
to help others



Starting Your Group

Creating a platform
for your cause



Funding Your Project

Generating income to
support your community

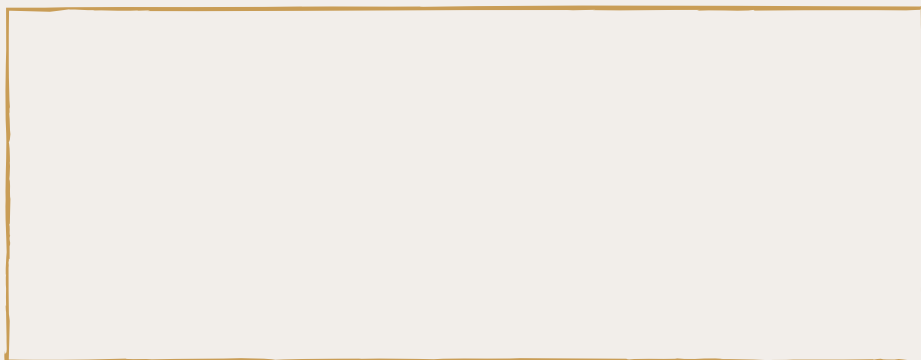
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Step 1: Developing Your Idea

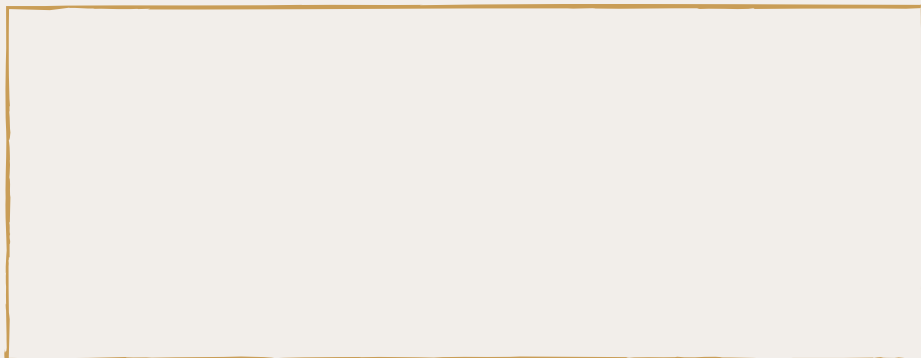
The memories and experiences we gather throughout our lives shape how we evolve, who we become, and what we want.

The stories that have stayed with me are those of people who have been through something life-changing, like the loss of a loved one, a breakdown or a serious illness, and have then taken that pain and turned it into something positive that helps others. It's likely that your own unique set of experiences inform the changes that you want to see in the world.

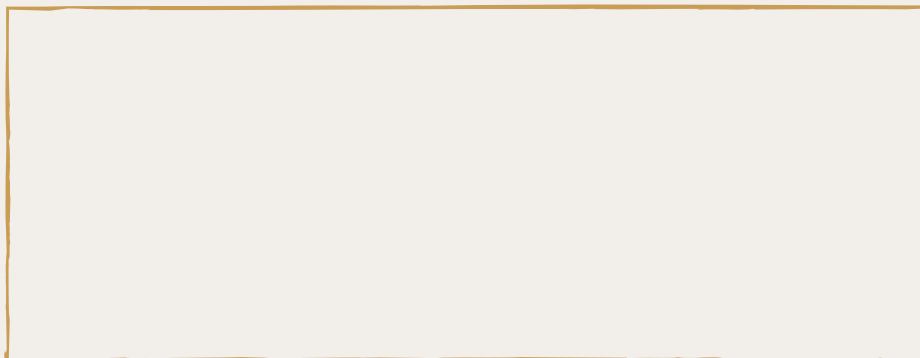
What is the biggest challenge you've overcome?



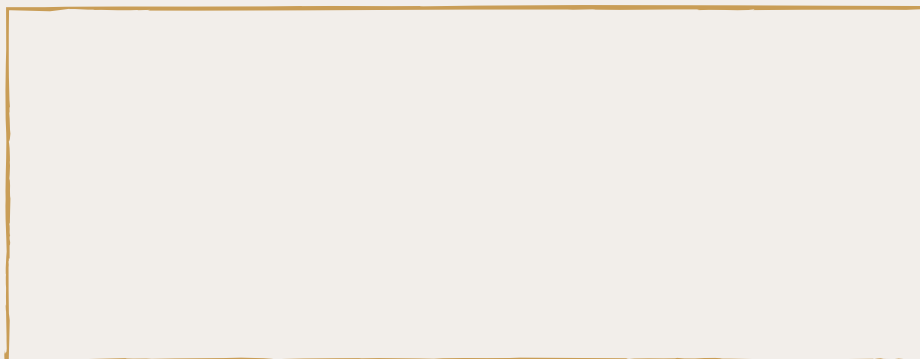
How could you use your skills & experience to help others?



What do people most often ask for your help with?



Finish this prompt: When I look at the world, I wish I could change...



If you're at the stage of 'Developing Your Idea', you can find the [workbook here](#), and the [online training here](#).

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Step 2: Starting Your Group

What do we mean by community? It can mean either:

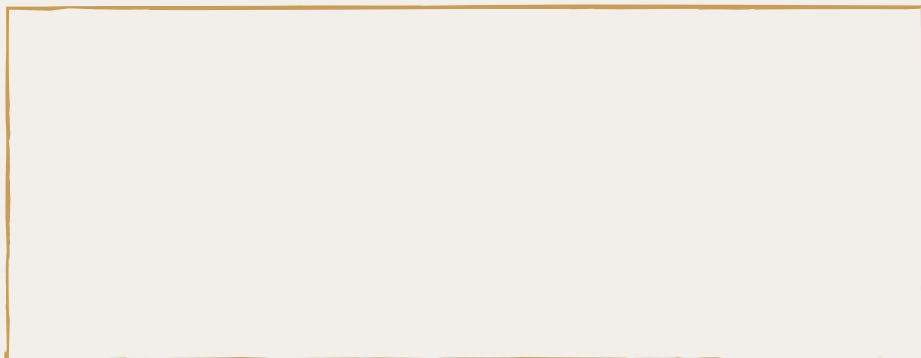
- People in a geographical location, i.e. village, neighbourhood, town, city, sub-region
- People sharing demographics (age, gender)
- People sharing psychographics (opinions, interests)

You might have an idea for a business, a community group, something you create and sell. It might be that you see a gap; something that's missing, and you know you have the ability to fill it.

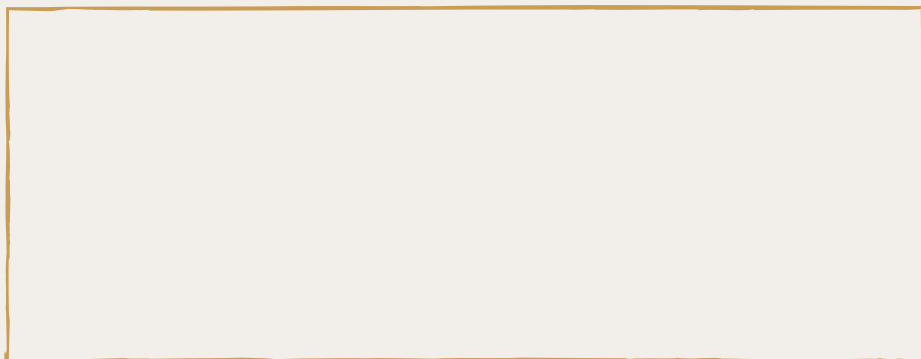
Who do you want to help?

What difference are you hoping to make in your community?

Who will be in charge and who else will help?



Finish this prompt: I can test my ideas to see if they work by...



If you're at the stage of 'Starting Your Group', you can find the [workbook here](#), and the [online training here](#).

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Step 3: Funding Your Project

Giving your time and expertise for free is how most people get started, and there are often lots of other people willing to volunteer their time for a good cause too.

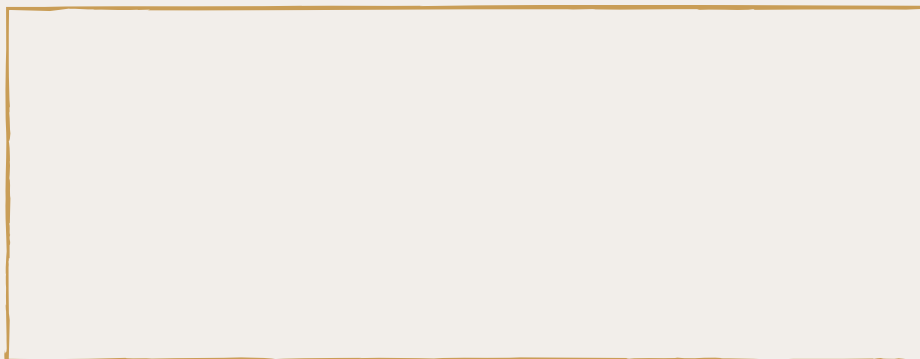
But at some point, you'll need to start looking for funding to pay for things like insurance, room hire, equipment, activities & travel.

Thinking about this early on can help you to plan for unexpected expense.

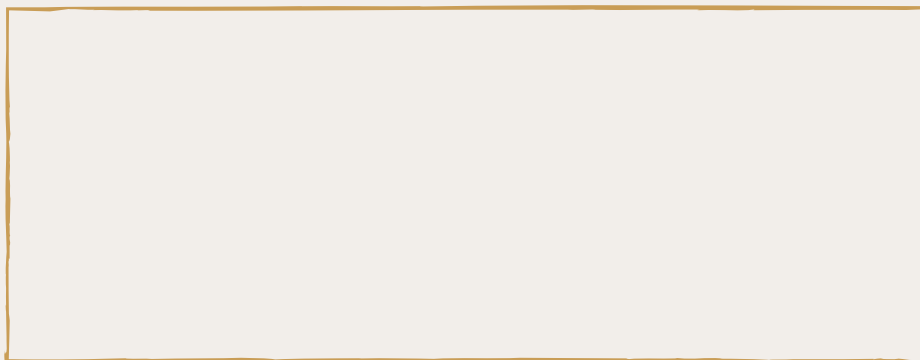
What might you need to pay for in the short-term?

What would you really like to have the funds to deliver?

Who are the core team of people you'd like to be able to pay for their time?



Finish this prompt: If this idea really takes off, we will need...



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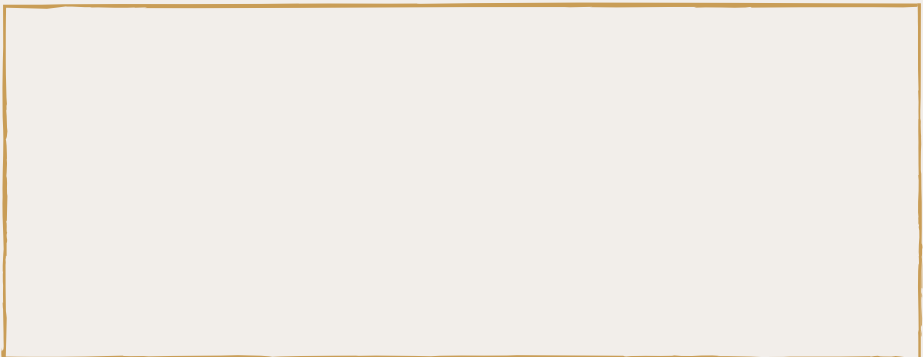
Final thoughts

It's never too early to think about your long-term vision. It can be helpful to start out with a big, bold vision for the change you want to see, then work backwards to create something realistic and achievable.

What does the long-term vision you have for your idea, group or organisation look like?



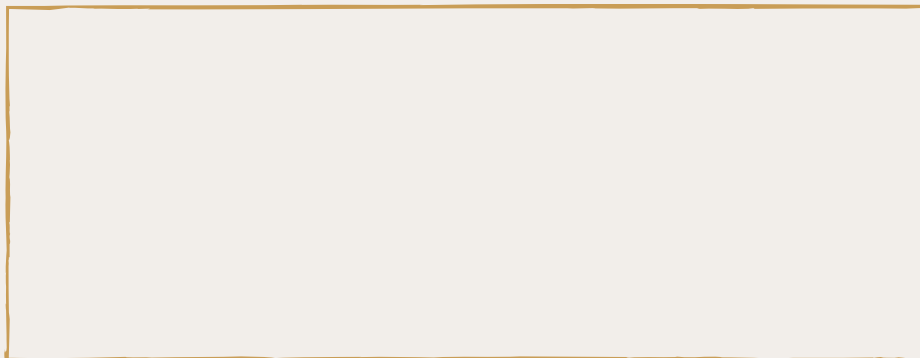
How many years are you thinking ahead as you start out on your new venture?



What will you need to have in place to keep you motivated?



Finish this prompt: I think we could really make a lasting impact by...



**For further resources, training & mentoring to help you
make a difference in your community, go to:
www.rachelireland.co.uk**



**"Never doubt that a
small group of
thoughtful, committed
citizens can change
the world; indeed, it's
the only thing that
ever has"
- Margaret Mead**