Twitter Thread by Peter Jones



Peter Jones
@innov8tor3

1/

2021 is a year when I need to work much smarter.

I need to build #collaborations with folk to make better progress on the projects I want to work with.

These are in the following areas:

1) Education - the current system is both skewed by nation state imperatives ...

2/

... and by the huge and still growing burden of knowledge it attempts to package and deliver both at school and beyond school in working environments ...

Folk need to switch to alternate education, finding leaders to first follow in the footsteps and then ...

3/

... assume the mantle of the late, great @SirKenRobinson

We need to find current leaders, build practice on the ground, connect internet guides to folk wanting to learn, and lift accreditation and connectivity systems into the cloud to make learning far more accessible ...

4/

2) As far as global ecology is concerned, #BigAgri is still ruling the airwaves, and #RegenAgri still needs all the support it can get.

Leaders like #JohnDLiu and #GabeBrown have made a mark this year in the film @kissthegroundCA , but we all need to do more ...

5/

... to support the grassroots projects out there and get #RegenAgri practice much more widely known and adopted.

Again we need practitioners on the ground, but we also sorely need top communicators to be able to help the #grassroots movement tell its story.

6/

Again, we need #collaborative #workinggroups to help grassroots business build on their #Impact, ensure their #Sustainability and explore and harness #Growth paths.

During the year I hope to build a #collaborative #supportsystem to underpin this activity ...

7/

3) In tandem with this, small businesses have been really hammered by COVID. Typical employee support packages have been aimed at large employers, and not at the hard to define one wo/man band who actually provide significant employment levels across the world.

8/

A common theme has been that digital business has been rather swept off its feet, and is a legitimate target for other small businesses to provide support as economies switch to working online in response to face to face restrictions.

Nevertheless, grassroots business ...

/9

... has always been difficult to support, conjuring more of a hit or miss circus than a well defined process, despite the factors being well written about and well known, small businesses often struggle with the resource to gain the skills they need to have #Impact ...

/10

... to be #Sustainable and to be able to #Grow. Once again, #collaboration is a very underused option in small business, and some obvious ones where marketers could tell stories for small businesses much more effectively than the business owners, busy doers ...

/11

... but not so strong at telling stories, and telling them in the right places.

Building a #collaborativeframework need not be difficult, and could have results sooner rather than later.

It does necessitate folk taking calculated and limited risks ...

/12

... and being willing to defer payment for a good while or making it pro bono in the name of supportive social enterprise. Hence the need to limit the behaviour!

But it would be good to at least log the time spent, hence the interest in the final activity ...

/13

Logging that time in a way that can be exchanged at a later date with someone else who works that way would be both useful and shows up who is thriving and who is struggling.

Logging this as a #MutualCredit between agreeing participants means ...

/14

4) ... cash flow can be extended without a need to be so concerned about cash, and participants can be less beholden to banks in the usual way.

Sometimes even leaders in such arenas may need a different type of leadership, be willing to take risks and involve others ...

/15

... to get the different types of folk needed to get initiatives working and adopted.

The above is a very rough blueprint for the direction I need to take this year.

Hopefully in twelve months I will have some progress to show.

Unroll please, @threadreaderapp !