

SOCIAL CAPITAL RESIDENCIES

Dr Vic Strecher | December 2018

Making Meaning: Getting to the Purpose

Prepared by: Dr Vic Strecher, Thinker in Residence, and the Don Dunstan Foundation
with the support of all of our partners

**DON DUNSTAN
FOUNDATION**
inspiring action for a fairer world



thinkers
IN RESIDENCE
• SOCIAL CAPITAL RESIDENCIES •

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Overview from Visit Vic Strecher

2017

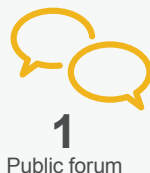
MAY	JULY	SEPTEMBER	NOVEMBER
Allyson Hewitt VISIT 1	Suzi Sosa	Allyson Hewitt VISIT 2	Vic Strecher

2018

APRIL	SEPTEMBER	NOVEMBER
Ilse Treurnicht	Guy Turnbull	Guy Turnbull

We are here

Dr. Vic Strecher is the Founder of JOOL Health and the Director of Innovation and Social Entrepreneurship at the University of Michigan's School of Public Health.



Engaged with
584
People



“Imagine a drug that was shown to add years to your life; reduce the risk of heart attack and stroke; cut your risk of Alzheimer’s disease by more than half...reduced hospital stays so much that it put a dent in the national health care crisis? But it’s not a drug. Its purpose. And it’s free.”
- Vic Strecher

Firms of Endearment

1800%

1200%

600%

0%

Company
Performance

5 YEARS

10 YEARS

15 YEARS

US Firms of Endearment

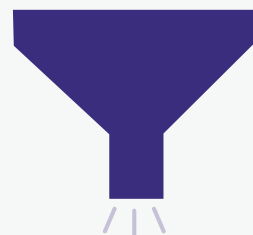
Good to Great Companies

Non-US Firms of Endearment

S&P 500

Businesses with a strong social purpose demonstrate better results in the long term.

Reference: Firms of Endearment, Raj Sisodia



Precision medicine provides a model to inform South Australia's focus on wellbeing. Moving away from 'one size fits all' approaches to a system which creates tailored responses based on deep insights into this city.



“CEOs expect demand for purpose in the consumer marketplace to increase by nearly 300 percent by 2020”

- PWC World Economic Forum CEO's Survey 2016



“Our postal code is more important than our genetic code - it is a better predictor of your health”

- Vic Strecher

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Foreword by David Pearson, Executive Director

'Imagine a drug that was shown to add years to your life; reduce the risk of heart attack and stroke; cut your risk of Alzheimer's disease by more than half ... reduce hospital stays so much that it puts a dent in the national health care crisis? But it's not a drug. It's purpose. And it's free.' – Vic Strecher

I am delighted to provide this Foreword for our second Specialist Thinker in Residence Dr Vic Strecher's Report. After each visit from our Thinkers in Residence we release a Report that summarises what they did, what they learned and what they recommend we do to grow the Purpose Economy in South Australia.



Vic has dedicated his life to exploring the notion of 'purpose' and helping others to find their own 'purpose'. In late 2017 he spent three weeks in Adelaide helping us to explore what 'purpose' means to a place like South Australia, to a city like Adelaide, to the organisations who have partnered with the Thinkers in Residence Program, and to the people who work in them or with them.

Vic has re-affirmed many of the things we have learned during the Social Capital Residences. That we call one of the most liveable places in the world home, that we have an excellent lifestyle, that we have a great place to raise kids in, and to age well, and that we have an established tradition of Social Innovation driven by visionary leaders like Don Dunstan.

The starting place for the Social Capital Residencies, and the focus of the Thinkers in Residence Program is to bring the economic and social development efforts of our state together. To transcend, as Vic talked much about, the silos that constrain how we work, how we live and how we think.

The Social Capital Residencies have focused on our need to think differently about the way we have sought to solve social and economic problems in our state.

For those of you who have not been with us through this journey, it's worth re-stating that the Social Capital Residencies specifically set out to:

- Support a growing economy by breaking down the silos between the business and social innovation ecosystems. In particular, by supporting and inspiring small, medium and large organisations to improve their social, environmental, cultural and economic impact.
- Help to bring social innovations to scale in South Australia by developing a social innovation ecosystem that supports the growth of investment-ready social enterprises.

At the inception of the Social Capital Residencies we called this the 'Social Economy'. However, following some key insights from both Vic and our first Specialist Thinker in Residence Suzi Sosa we concluded that 'purpose' represents a much more unifying goal. Hence we have shifted from talking about the Social Economy to creating the Purpose Economy.

You can find more information about what the Purpose Economy is as well as further insights gained from each of the previous Thinkers in Residence on the Don Dunstan Foundation website: <http://www.dunstan.org.au/projects/thinkers/>

In his time with us Dr Strecher engaged with approximately 600 people during a range of different events and meetings. Vic led two workshops, gave 6 presentations and delivered a sold out Oration which gives us the title for this Report 'Making Meaning – Getting to the Purpose'.

In addition to this Vic participated in a range of events with the SAHMRI (South Australian Health and Medical Research Institute), WRC (Wellbeing and Resilience Centre), the Economic Development Board's Ageing Well Conference and many other events and activities. The SAHMRI/WRC's vision of South Australia being the State of Wellbeing is certainly one we share as part of the broader ambitions of the Social Capital Residencies.

I'd like to thank Dr Strecher for his efforts in South Australia. He was able to rapidly distil the strengths and opportunities that he discovered through his interactions with this cross-section of corporates, academics, government agencies and not-for-profits so well. He emphasises the excellent position that South Australia is in to become global leaders in the Purpose Economy and challenges us all to take up that leadership role.

I encourage you to take some time to consider 'purpose' in your life, in your work and in your community. The purpose of the Don Dunstan Foundation is to inspire action for a fairer world and Vic's call to live a life of purpose couldn't be a more inspiring call to action.



David Pearson
Executive Director – Don Dunstan Foundation

About Dr Vic Strecher

Vic has dedicated his life to exploring the 'notion of purpose', and wants to help others to find their own purpose in life. He has an incredible ability to bring together the latest knowledge in philosophy, science, health, and business to great effect.

Vic is a Behavioural Scientist, Professor and Director of Innovation and Social Entrepreneurship at the University of Michigan's School of Public Health. He is also founder and President of JOOL Health (www.joolhealth.com), a digital health solution company that integrates the science of purpose in life, advanced smartphone and biometric technology, and big data analytics to improve well-being, helping users become better researchers of themselves as they develop, and to align daily with their purpose in life.



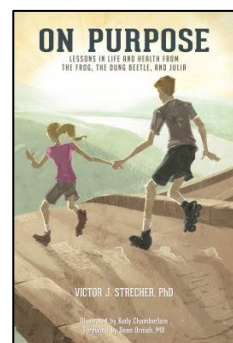
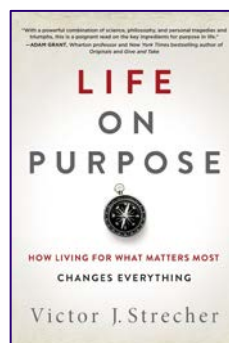
In 1995, Vic founded the University of Michigan's Centre for Health Communications Research (www.chcr.umich.edu), a pioneering organisation in the research of digitally-tailored health communications. In 1998, Vic founded HealthMedia Inc., an Ann Arbor-based company that grew to over 185 employees developing and disseminating award-winning tailored health interventions for health promotion, disease prevention, behavioural health, and disease management to millions of users, before being purchased in 2008 by Johnson & Johnson.

Vic's latest research and books are related to the importance of developing and maintaining a strong purpose in life. His most recent book, *Life On Purpose* examines the science and philosophy of purpose in life and ways to develop and align with one's purpose.

His book *On Purpose: Lessons in Life and Health from the Frog, the Dung Beetle, and Julia* (Dungbeetle Press), is written for the lay public with a professional comic illustrator as a graphic novel and is accompanied by a free iOS app, a website and smartphone and web apps.

When asked who his target audience is for his books and apps, Dr Strecher replies, 'human beings.' The books and apps are being used around the world by individuals of all ages, families, religious organisations, the sick and dying, caregivers, hospitals, businesses, and universities. *On Purpose* is being read by prisoners in the Los Angeles jail system and by MBA students at Stanford University.

Vic and his work have recently appeared in the *Wall Street Journal*, the *Los Angeles Times*, *WIRED*, the *Chicago Tribune*, and at TEDMED and TEDX events. He lives in Ann Arbor, Michigan with his wife Jeri.



Partner Initiatives

One of the things the Don Dunstan Foundation has tried very hard to do since re-starting the Thinkers Program is to make sure we put action to the lessons we are learning along the way.

The Thinkers in Residence program has partnered with more than 40 organisations to support a suite of new and supported initiatives that develop the purpose economy in SA. These include:

- Torrens University, Free Range Futures and a number of other leading B-Corps working together to achieve our goal of at least 20 new B-Corps in SA by 2020. (B-Corps being for Benefit Certified Companies).
- The Stretton Centre and the Northern Economic plan have established the Northern Purpose Business Network – so that we can grow the Purpose Economy in one of our most disadvantaged communities.
- Housing SA is investigating how we use procurement of maintenance and gardening services to provide employment opportunities for Housing Trust tenants – particularly in our city's north.
- Carers SA are leading some work with a range of organisations on how more innovative approaches to the use of transport can help the care sector.
- We're working with the Social impact Investment Network of SA to develop an Impact Investment Plan for South Australia – so that social innovators can access the finance they need to scale their impact.
- Community Living SA and TACSI are exploring the idea of establishing a co-operative business model to support small NDIS providers to share back-end, but importantly also front-end services to make traversing the NDIS 'market' easier for people living with a disability.
- The South Australian Centre for Economic Studies has done some initial work on surveying the social enterprises in SA.
- TACSI and the Wyatt Trust have led some work on how we better understand the social innovation ecosystem in SA.
- Other organisations like Helping Hand, Volunteering SA, Regional Development Australia, the RAA and all three of our public universities are exploring the opportunities the Purpose Economy provides for their work, and have been engaging with our Thinkers to help them do that.

This list is constantly changing and growing. More information can be found on the Don Dunstan Foundation website. You are encouraged to get involved.

We are continuously updating our Website with news on the range of projects that we are working on. Stay tuned for more information about these projects over coming months or feel free to contact us about how you can get involved.

Recommendations

1. The Purpose Economy is a Movement

The Purpose Economy should be recognised as an important sector of the economy, but also as a movement that everyone should be encouraged to participate in. The market wants a means to engage and interact with the Purpose Economy and South Australia has a chance to be world leaders in this.

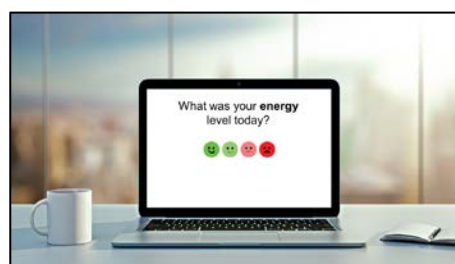
- All the partners in the Thinkers Program, and its broader stakeholders, should champion the value of 'purpose' and its contribution to the economic, social and cultural development of South Australia wherever they can.

2. Identify which indices of wellbeing influence Adelaide

Adelaide needs to better understand the indices that demonstrate its own wellbeing. Too often economic measures are considered in isolation of broader metrics for wellbeing and many labels are applied to the city without a clear idea of the outcomes we want to achieve. Labels like Gig City, Smart City, City of Live Music. A better

understanding of the indices that you want to change or protect in terms of wellbeing will enable you to build far more nuanced solutions and services in response.

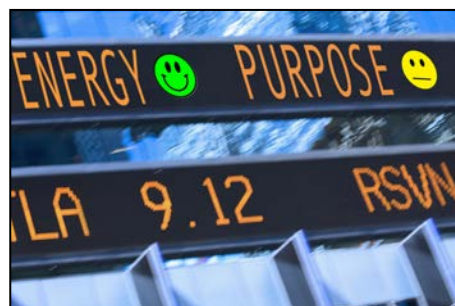
- The South Australian Government, the City of Adelaide and the SAHMRI Wellbeing and Resilience Centre should all take leadership roles in identifying these indices.



3. Collect data relative to the indices regularly and from varied sources

There is an immense opportunity in Adelaide to better utilise the data that is regularly collected to help grow the Purpose Economy. New, collaborative and trans-disciplinary groups of people need to come together to better use data for good – there are big opportunities in the care sector and how it interacts with other sectors. The focus of this collaborative data should be where it contributes most to the broader wellbeing of South Australia.

- The Don Dunstan Foundation should consider what exact measures it will use to judge the success or otherwise of the Thinkers in Residence Program.
- Partners in the Thinkers in Residence program should consider how they can share data amongst themselves to help solve big and small problems in South Australia.



4. Make this data freely available to South Australian citizens

South Australians are consistently contributing to mass data pools with little return delivered in a format that they can personally engage with or benefit from. The process of democratising this data will allow people to create value in a range of ways. We see this give and take mirrored in contemporary mobile applications where users grant unprecedented reach into their personal data in return for user-centric services. This demonstrates that we are generally very happy to provide access to personal data on condition that the deal demonstrates a return.

- All organisations need to consider how they deliver return on investment for the use and sharing of personal data – including the role of incentives for the contribution of the personal data.
- Governments, companies and community organisations all need to adopt better open data practices.
- The South Australian Government can and should take a leadership role in this, particularly in encouraging cross-sectoral open data sharing initiatives to support the growth of the Purpose Economy.

5. Encourage Trans-disciplinary Teams

Trans-disciplinary work, by definition requires the transcendence of the individual's discipline and a focus on the problem, especially when trying to solve 'wicked' problems. All parts of the South Australian community need to invest more time and effort into not just inter-disciplinary collaborations, but trans-disciplinary ones – where individuals, experts and organisations leave their own narrow perspectives and truly focus on a broader problem. On the spectrum between inter-disciplinary, multi-disciplinary and trans-disciplinary work – the latter work requires the clearest line of sight to mutual purpose.

- South Australia should showcase successful trans-disciplinary collaborations and build the capacity of organisations and people to work in this way.
- The Universities have a particular opportunity to train the next generation of young professionals to treat working outside of silos as the norm rather than the exception.

6. Support greater awareness of Purpose Business Models

The line between government, community organisations and companies is blurring and every sector is seeing 'purpose' increasingly as the key to their future. The use of different business models allows us to better focus on 'purpose' – business models such as Social Enterprises, Co-operatives, B-Corporations and certified companies etc.

- The South Australian Government should better promote the opportunities these innovative business models provide. Considering how it could make it easier to access finance and reduce red tape for them.
- The partners in the Thinkers in Residence Program should work together to showcase the benefits of these business models.

7. Get Creative

There is significant scope for the Cultural and Creative Industries to generate and communicate the opportunities in the Purpose Economy. I noticed in my time in South Australia that many organisations struggle to succinctly convey their mission – this is not a challenge unique to South Australia.

- The Don Dunstan Foundation should consider what further opportunities there are to engage the Cultural and Creative Industries in the Thinkers in Residence Program – in particular to create the spaces for cross-sectoral interaction with the Creative sector and others working in the Purpose Economy.
- Present the findings of the data analysis in a big creative way – create high-impact ways of sharing the wellbeing of the State whether it is on the nightly news or a wellbeing stock-ticker in a public space.

8. 'The Precision City'

Policy-makers traditionally design policy by using an averagist population model approach. That is, a move to a precision approach (from its origins in medicine i.e. Precision Medicine) allows for policy to be tailored to the individual, to the organisation, to the city and to the state. This requires data collection on a regular basis and new avenues to share it. This data must then be used to help inform decisions – the advent of machine learning can help significantly in this.

- All the partners in the Thinkers in Residence Program should consider how they could better use precision technology to provide more precise service responses – particularly those in the health field.
- The City of Adelaide should consider how its 'smart cities' agenda can be used to provide better precision public health.

Key Insights

The following are a number of the key insights from Vic's time in South Australia.

1. **Jargon creates confusion** – Jargon is an unnecessary and exclusionary barrier to inter/multi/trans-disciplinary work.
2. **You have everything you need** – Adelaide is the right size to be able to create the necessary networks and a movement to be well and live a life of 'purpose'.
3. **We need to know what motivates organisations to engage in trans-disciplinary work in Adelaide** – There is a need to identify what levers specifically motivate organisations and industries to participate in trans-disciplinary work.
4. **Get out of the Chat Room** – We're not here to study the problems, we are here to solve them.
5. **The Purpose Economy is big business** – A PWC survey at the 2016 World Economic Forum found that CEOs expect demand for purpose in the consumer marketplace to increase by nearly 300% by 2020. This demand means consumers are putting less emphasis on cost, convenience and function and are increasingly making decisions based on their need to increase meaning in their lives.
6. **It's Inevitable** – Just as information technology has revolutionised the way business works, 'purpose' is now becoming an ever-bigger business imperative.
7. **Ageing Well** – We are living longer than ever before. We have added many years to our lives, and now the challenge is to add life to those years. Purpose is critical to this.
8. **Wellbeing is good for business** – Of course greater wellbeing is good for people, but it's also good for business, and companies all around the world are investing in measuring and maximising the wellbeing of their employees.
9. **Public Health** – is more than most others an area that focuses on trans-disciplinary responses to solving problems.

Summary of Major Events

Date	Event
16/11/2017	Partners Group Meeting
21/11/2017	Workshop: Creative Communication and the Purpose Economy
21/11/2017	Workshop: Unlocking the potential of Shared Data in the Purpose Economy
29/11/2017	Jeffersonian Lunch with PWC
30/11/2017	Oration: Making Meaning – Getting to the Purpose

Too much and for too long, we seemed to have surrendered personal excellence and community values in the mere accumulation of material things. Our Gross National Product, now, is over \$800 billion dollars a year, but that Gross National Product - if we judge the United States of America by that - that Gross National Product counts air pollution and cigarette advertising, and ambulances to clear our highways of carnage. It counts special locks for our doors and the jails for the people who break them.

It counts the destruction of the redwood and the loss of our natural wonder in chaotic sprawl. It counts napalm and counts nuclear warheads and armoured cars for the police to fight the riots in our cities.

It counts Whitman's rifle and Speck's knife, and the television programs which glorify violence in order to sell toys to our children.

Yet the gross national product does not allow for the health of our children, the quality of their education or the joy of their play. It does not include the beauty of our poetry or the strength of our marriages, the intelligence of our public debate or the integrity of our public officials.

It measures neither our wit nor our courage, neither our wisdom nor our learning, neither our compassion nor our devotion to our country, it measures everything in short, except that which makes life worthwhile.

And it can tell us everything about America except why we are proud that we are Americans.

If this is true here at home, so it is true elsewhere in world

Robert F Kennedy 1968

Oration: Making Meaning, Getting to the Purpose

I'd like to start out talking about old, dead, Greek philosophers, starting with Socrates. Socrates said something very famous. He said that: 'The unexamined life is not worth living'. Tonight we're going to consider how to examine one's life. How to examine other organisations' lives.

On the left there's a picture of a person with his head down. That's Plato. He was a student of Socrates. Socrates was essentially a street philosopher. Imagine him on Main Street, hanging out in an alley talking; and he'd have a bunch of students around him and one of those students happened to be Plato. One of Plato's most famous students was this man on the right, Aristotle. It's pretty amazing. And Aristotle basically said: 'Okay Socrates, you're right, "an unexamined life is not worth living" but at the same time, a life without purpose is not worth examining in the first place'.



Imagine those ideas as a nice two-sided coin of wellbeing. You want to examine your life. You want to think more about your life. You want to collect data about your life. You want to be aware and mindful about your life. But at the same time, that life should have some direction to it, some meaning and some purpose. And if you have that, I would argue that you are well.



Now right now in this society we are able to help people live longer. We are able to help people manage their diseases much better than we were in the past. If we are able to help people be well? Have we focused on wellbeing? One of the things I was really attracted to during this three-week visit was the fact that the Wellbeing and Resilience Centre (WRC) focuses on this. They want to scale wellbeing. They want to democratise wellbeing. They want to help people change their lives through wellbeing. And that's what I so appreciated about what the Wellbeing and Resilience centre and SAHMRI are doing.

Next I want to talk a bit about purpose. You may be wondering: What does purpose mean? What do I mean by purpose? What do scientists refer to as purpose? What did Aristotle mean by purpose? And do I have a purpose? Or am I kind-of mushy inside? Do I just walk around on automatic usually? Or do I have a purpose and direction in my life?

So I'd simply like to ask you about your own purpose in life. Have you asked yourself what matters most in your life? What matters most in your family? What matters most at work to you? What matters most in your personal life? What matters most in your community? Whatever those things are, they become your core central values that you then attach goals to. So we may, on a

Saturday morning, wake up and write a check list. And the check list says: 'Pick up some groceries, I need to make dinner, I need to cut the grass'. Whatever it is, it's a check list. And you instinctively know that writing is better than just saying: 'I'm going to do a lot of things today'. That makes sense. So a check list is a set of goals. They're mini goals. Or you may swim under water and say: 'I want to swim as far as I can'. Or you may say, 'I'm going to try to touch the other side of the pool'. If you set that as a goal, you'll swim further under water holding your breath.

So goals seem to create more performance. They create more concentration and focus. They create more effort and persistence in the face of difficult times. In other words – you become more resilient when you have a goal. That's *all* a purpose is. It's a set of goals around the things that matter most in your life.

So breaking this down a little bit. Let's start with a cigarette smoker. We try to scare her very often with very scary pictures on packs of cigarettes. (And I must say, Australia has the scariest cigarette packs in the world). I walk by these cigarette packs and it's like going to a horror movie! – people without throats, without mouths, without eye balls, or dead. Just dead. And you may think: 'Well great. We've done our job.

That's what we need to do'. But you know that there's a part of the brain called the amygdala. And that's a very reptilian part of your brain and it reacts, 'Woo my God, I'm scared that's for sure'. But then, blood flow stops going to the prefrontal cortex, the part of the brain right up front. It is the part that is related to the self, and related to making good decisions for yourself. And suddenly you're not making good decisions. When we scare people, people tend to make poor decisions.

So we ask why do people smoke? What's the number one reason? Stress. What do we cause when we scare people to death? Stress. I rest my case. Now, it turns out though, if we simply ask this woman to think about what matters most to her: 'I want to be a good mother. I want to be in control of my life. I want to be a good spouse.' Suddenly, what matters most starts modulating this whole process and she becomes less defensive. She may realise cigarettes are really bad for her. 'Maybe I should go ahead and quit smoking'. But not because she wants to live longer necessarily, or avoid death or avoid disease or avoid her eye ball falling out, or whatever the cigarette packet is telling her. But much more because of something that matters most to her. And she's focused now and more likely to go ahead and

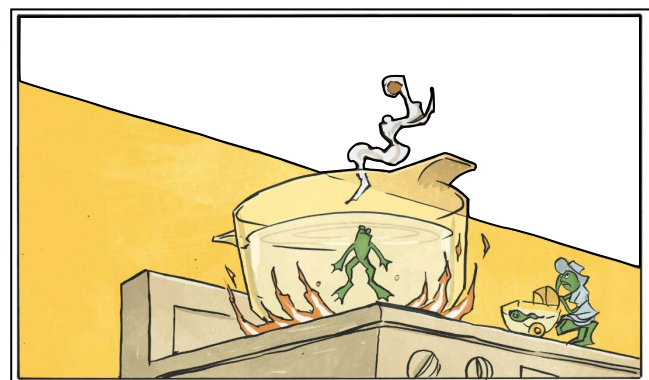
What is purpose in life?



quit smoking. If we ask a person: 'Just think about what matters most to you in the next minute. Next two minutes'. It's amazing. You know, we talk about these big quit programs, this is an easy one. Just start out by saying, 'What matters most to you?' Now why does this work? This is what I ask as a researcher. You too have to ask, why does simply writing something down, or thinking more about your purpose, have such an important influence on you.



I'd like to start out with the 'Boiling Frog' metaphor. Anyone heard of this? If you take a frog and drop it into a pot of boiling water the frog jumps out right away, right? But if you put a frog in cool water and ever so gradually increase the heat, the frog gets kind-of sleepy, the frog turns over, the frog croaks it. That's the metaphor.



And it's a good metaphor for what I do, which is helping boiling frogs to jump out of the water. So imagine you're trying to do this. (And by the way, it's so relevant to so many issues in our society). From what we eat, to our obesity, to climate change issues – these are boiling frog issues. They don't happen right away.

They happen slowly. So how do we help people? And these are the toughest, gnarliest, wickedest questions do deal with. How do we help people jump and make changes in their lives? So let's help this frog. We're all in this auditorium, and we've all suddenly become therapists, and we're all going to help the frog jump. What would we do? We could put a sign up outside of this glass pot to tell the frog to get out. Or it would make so much sense if we just say: 'Frog, you're going to die. If you don't jump out, you will die'. It would make so much sense to scare the wits out of the frog. But what would the frog do? The frog might make a breathing noise. You'd understand that certainly. And then we might think, because we're therapists, that we've all done our job and we can go home – we've scared the frog. And the frog will undoubtedly jump by the time we get home.



But instead the frog would likely be saying to himself: 'What do you know? Are you an expert on boiling water? Have you been in boiling water before? Have you been an alcoholic before? Have you been overweight before? Have you been under the stress I have been in before?' etc. I know other frogs who are in much hotter water than I am.

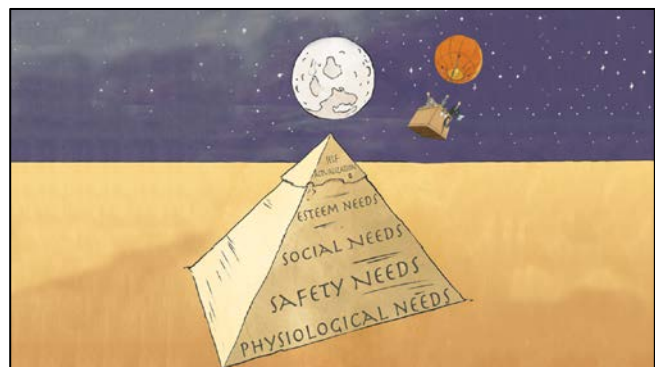
I know cigarette smokers who have smoked enough cigarettes to line up to Mars and back. And they were 97, and they were walking to work through 3ft of snow in Michigan, and still healthy. And finally they are hit by a bus! Why? Why are there people like this? Why do people get so defensive about this? Well, you know, the idea that the frog is inside this water and looking through a



pot is very reminiscent of what psychologists call 'The Ego'. And the ego distorts the truth – the ego distorts reality. And by the way, the ego isn't all that new. Buddha talked about the ego and the need to rise above it, to be able to see clearly through that ego. So the real question is, why does thinking or writing about these important core values – these things that matter most to us – reduce our defensiveness and get us 'to jump'. There is an amazing study that looked at this question and this is the result: 'studies suggest that values affirmation – thinking more about what matters most – reduces defensiveness via self-transcendence.'

What does self-transcendence mean? Well let's go to Abraham Maslow – the father of humanistic psychology. Maslow created this pyramid, this hierarchy of human needs.

At the bottom were physiological needs, of course. Next to that were safety needs, we need to be safe. Then we have social needs, we need to be connected to other people. We also have esteem needs – we need to feel pretty good about ourselves. And then finally, the peak of Maslow's hierarchy was self-actualisation. Maslow, the 'most famous psychologist who existed



on earth', was 'psychologist of the year' right through the 1960s. And he would talk about these peak experiences and how great it is for people to have a peak experience of reaching their own human potential. It was all about 'you'. It was like climbing Mt. Kilimanjaro or winning a triathlon or achieving a personal record. It was all about 'you', and it was a perfect mode for that particular 'me' generation? The 1960s generation, which I was part of, was all 'about me' – and Maslow spoke to me. It was all about your self-actualisation.

And then, along came Viktor Frankl. Frankl had survived three concentration camps. He'd seen a lot of people die because he was these prisons' physician. If people weren't murdered out right they were quite often losing their purpose in life, and then they were dying. But Frankl found that some of the prisoners 'were transcending'. Even if they were starving to death they'd look at new prisoners coming through the gates and literally hand them some of their supply of food. And what Viktor Frankl found was that those people who were giving their food often ended up surviving more than other people did. They had maintained a purpose and meaning in their lives, trying to help other prisoners. Imagine trying to maintain some semblance of humanity in a concentration camp! But those people were more likely to survive.

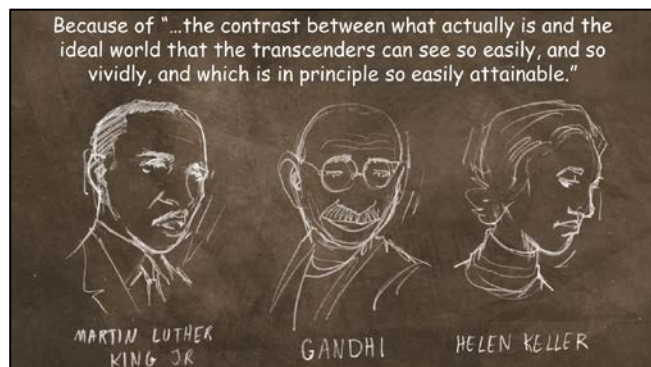
And Viktor Frankl emphatically said: 'You know what Abraham Maslow, it's beyond self-actualisation, it's self-transcendence.' Thinking about 'thinking bigger' than yourself. It's raising yourself above the pot of boiling water so that you can see reality. Once you do this, you start becoming really happy, and really healthy, and really well.

Imagine this from Abraham Maslow's perspective. You're the most famous psychological scientist globally, everybody is looking at your model and loves your model. You've written books about it – met many important people who say: 'We love your model Abraham'. Then Frankl comes up and says 'your model is wrong'. Typically, what do you do as a scientist? You become defensive, of course. 'My model is right, you're wrong'. It will be a standard response for the scientist to defend his or her model. And it is perfectly reasonable to expect that.



Instead, Abraham Maslow said: 'You know what, you're right! I haven't even thought about that in that way'. And so Maslow actually spent the last couple of decades of this life studying self-transcendence. And this is what he found. He said: 'Transcenders find it easier to transcend the ego, the self, the identity. It goes way beyond self-actualisation'. And then he was asked: 'Are these people happy? Are these self-transcenders really happy?' And he said: 'Well, yes and no'. It is interesting, because they see a contrast between what actually is and the ideal world. They see it easily. And they get frustrated because it's so easily attainable – that ideal world.

This is what I understand Don Dunstan was doing. That's what I see Gabe Kelly doing, David Kelly, and David Pearson – people in this room. I see them 'transcending' because they see the world how it could be. That it could be ideal. And they're frustrated. They're not always happy because they see what it really could be. They may have a rocky time, but at the same time they understand that they need to be grateful. Because they look out there and say, 'The world could be a lot better than it is right now'. So that's really important.



We can go back to Aristotle who said: 'There are two kinds of happiness'. There is what we call Hedonic happiness. And you probably understand hedonism. It's pleasure. So we love good wine, good food, good sex. We love to be at Disneyland or Kangaroo Island, or a lot of other places. We love pleasure, we love a spa, we love a massage, we love all those things. And Aristotle said that's totally fine, it's not bad to think about those things. But, that in and of itself, those material things are not going to make you deeply happy. Oddly enough, what would make you deeply happy is what he called Eudemonic – wellbeing. Eudemonia, the root word being Daemon. I loved the first speaker tonight talking about Aboriginal thinking

and philosophy who said: 'We are born perfect'. That's very special. That's very important because the Greeks thought that too. The Greeks, as well as the Hindus, believed deeply that you have perfection inside you at birth. And that we need to keep that after being born. And the Greeks called that the Daemon – the true self, or the true God-like self that is inside of you. And when we're in touch with that God-like self – we are Eudemonic. We are deeply happy. Deeply well. Deeply well in spirit. That's the best thing to be. Infinitely better than just being at Disneyland or having a great massage. So, Socrates, by all accounts from his students was a pretty physically ugly person. All his students said that, but while they also said that he was physically ugly, he was amazingly beautiful inside. His students likened him to the Greek sculptors who made terracotta busts. And if you tap them they burst and inside was a golden figurine. And they called the golden figurine, the daemon, the inner true self. And they said that Socrates was like that golden figurine – the daemon.

I lost my own daemon. I lost my own purpose, my own meaning, seven years ago when my daughter Julia passed away. She was born healthy and she'd like to say: 'I was a 10 out of 10 when I was born', and she was. And then when she was six months old we were actually on a sabbatical, just like we are now. We were on research leave in the Netherlands. And Julia caught a chicken pox virus. This virus attacked her heart.



And suddenly, because she was losing weight, a doctor took a look at her heart, brought us into a room and said: 'Your daughter Julia is going to be dead within a couple of months and there's nothing that can be done I'm afraid'. Through our tears I remember how we'd grasped at straws. We'd say: 'Is there anything that can be done? Could a heart transplant be done? What could be done?' And I remember the doctors said: 'Oh well, you know, we don't do these heart transplants in the Netherlands, and they don't work anyway, and they're not done on kids. We suggest you just take her home and let her die in peace'.

So we did. We took her home and we took her into the hospital in North Carolina, where I was teaching, and they said: 'Actually, she might be eligible for a heart transplant. Very few have been done with children. We don't know much about what will happen to the heart. But we do know they can be done. But on average, half of the kids who are listed for a heart, die before they get a heart. And if they do get a heart, half of the kids die before five years after the transplant.' So you can do the math yourself: 50% times 50% is a 25% chance, a 1 in 4 chance that she would live to be five years old.

So we had to ask ourselves, should we even list her for a heart in the first place, or should we let her die? It would be a reasonable thing to do I suppose. But we couldn't do it. We just couldn't think about letting her die. If she could have a life, we would list her, but only if she could have a 'big life'. So we started sitting around our gathering place – our dinner table – with our family and friends. We asked: 'What is a life worth living? Do we list her for a transplant? What does that mean? What does a big life mean?' And we decided that if we could give her a life of some purpose, of some direction, some meaning, some friends in her life, then it was probably worth doing – even if she died at five, or at ten. We had no idea. We just didn't know. So we listed her and she became the first child in the south eastern part of the United States to get a heart transplant. She was really a pioneer. And she grew up an

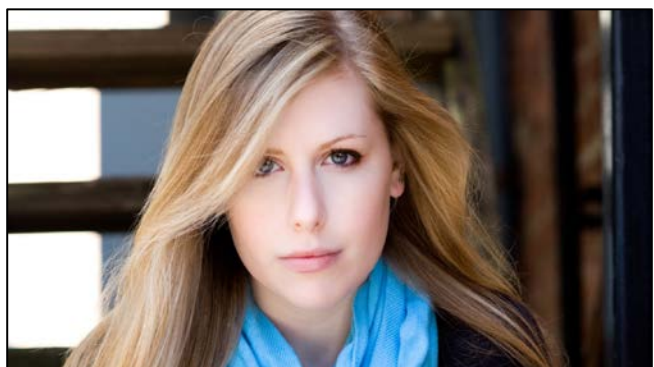
amazing person. She was a girl scout, and on the softball team. I ended up being the coach on her softball team and she was the worst softball player ever. She never got a hit for two straight sessions, and when she finally did I said: 'Oh my God Julia you got a hit! That is so incredible!'

And then I started thinking, why am I just celebrating her hit? I should celebrate everybody's hit. Gradually my wife and I started realising that she was living her life like it was a big life, living everyday like it was her last day. We thought: 'Why don't we live a life like that? Why don't we travel more? Why don't we experience life? Why do we exist on empty, or on automatic? Why do we just do the same old things without thinking about our life a bit more? And so, we started living a much bigger life. And I felt that our life moved from black and white into technicolour. It was amazing.

And then Julia wanted to give back to the community. She wanted to become a nurse. She said of all the people who helped her, it was the nurses who did the most. So she got into the University Of Michigan School Of Nursing but after the first semester she was burnt out. It was tough. You could tell she was just having a really hard time. And her mum, my wife, really worked so hard with her to maintain that good life. So then we decided to take her to the Caribbean, and take her boyfriend too. (Well – they were both 19), we thought that if every day was like her last day we needed to do that. We were going to give her a wonderful time. And so we took our older daughter Rachel as well as her boyfriend, and we had a really fantastic time. On the third night we'd had an excellent dinner at the gathering place down at the Caribbean, right by the beach. And we were all walking back on the beach, and she and her boyfriend went back to their room. She turned to her boyfriend before she went to sleep and she said: 'I'm so happy that I could die'. And that night, she did ... unexpectedly. She had been checked by doctors, and no one expected this to happen – but she had suddenly died of a heart attack in her sleep. When that happened, I immediately lost my purpose.

Two weeks after she died I was at a Conference and I was giving a keynote address, like this. The speaker just before me was an occupational health doctor and he had all these statistics up on the screen and said: 'Well, here are the rates of productivity loss if you get sick. So if you get these different illnesses you get this amount of productivity. If your spouse gets sick, you lose this amount or, if you have a child who gets sick you lose this amount of productivity'. Stats – one slide after another! And then the final slide said: 'But, if you lose a child, you'll never become productive again.' And I was the next speaker! I wanted to say 'a few things to him' but I didn't because I'm polite. Relatively polite, from Michigan, we're in the mid-West, we're nicer than people in New York. I thought, I don't really know how to be honest if I'm going to be productive again.

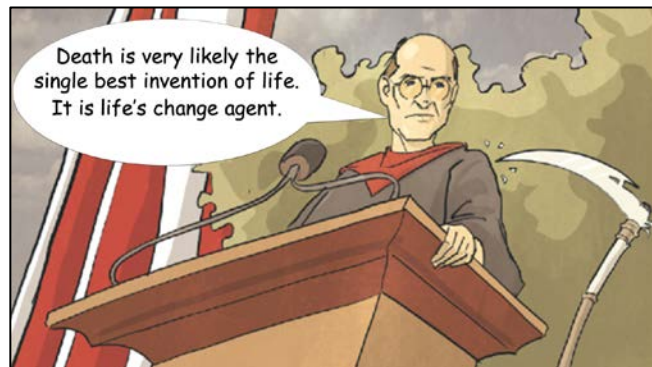
And two months after she died I found myself 2 miles out on Lake Michigan, at 5.30 in the morning. Lake Michigan is unlike what the ocean can be. In this case it was super smooth and I just kept rowing and it was still dark. The water was about 40 degrees or so. If I'd fallen in I would have died as I didn't have a wet suit on. And at about this point, I started asking myself: 'Wow, it's so



smooth and beautiful out here. Maybe I could paddle to Wisconsin.' Wisconsin is a state right next to Michigan, across from Lake Michigan which is 80 miles wide. I wouldn't have made it. But I thought that maybe that would be an extraordinary thing to do. To just go as far as I possibly could. And then the sun came up. And as it did, I started feeling my daughter 'in me'. And I don't know how to explain this. I'm a scientist. I don't really believe in these spiritual occurrences of somebody talking to you from the dead, but I certainly felt my daughter in me, and I felt my daughter saying: 'Dad, you have to get over this. And not like you *have to* get over this, but simply you need to get over this. You have to get out of this pot of boiling water. You have to get over your ego. You have to see clearly – or you will die. And you are at a cross roads right now, Dad, and you have a choice. This choice is die, or come back. But if you go back to shore you're going to have to change your life completely. You cannot be the same person you were before, and you have to make that decision'.

Before I go on I want to tell you that I asked the illustrator of these slides to make me look thinner and more handsome than I really am. And he said 'Well, it's your book – Whatever you want'. But I did ask the illustrator to make my daughter Julia exactly the way she was. And so, this is Julia.

Steve Jobs when he was giving a commencement address at Stanford University was dying of pancreatic cancer, and he said this: 'Death is very likely the single best invention of life' – it is a life-changing agent'. Can you believe that? We don't like to think about our death. We don't like to go to movies that have the hero dying in it.



We don't like to watch people, our especially children die. So he said this odd thing but it really struck me that the death of my daughter changed my life completely. It was life's change agent. I was here, and suddenly I had a purpose. And when I came back from the beach I said: 'I need a new purpose'. So I spent a lot of time recalibrating my new purpose. Re-purposing my life. And this is what it is: 'to enjoy love and beauty. That's my personal purpose. To be an engaged son, husband, father, and grandfather. To teach every student as if they're my own daughter, Julia'. That means I have twelve hundred Julias. Finally to help over one billion people find purpose – so I wrote a book. Well, a billion people haven't bought it yet! We'll see. I wrote another book as a graphic novel – hopefully more people will get that.

Very importantly though, I thought maybe moving electrons around would help. In other words – build an app. And I wondered what would Viktor Frankl do now? Maybe rather than writing the wonderful book *Man's Search for Meaning* perhaps he'd create an app. A purpose therapy app. to help people find purpose.

So with the JOOL app. what we're trying to do is help people find purpose in different domains of their life: their work, their family, their community, their personal purpose. The app. puts all that together. Aristotle said this: 'Excellence is not an Act'. In other words, having a purpose such as 'I've decided to go to Kangaroo Island', just isn't good enough. It's about living in alignment



with your purpose every day. Almost as if you are a boat, and you always need wind in your sails. You need this energy and vitality every day. You also need a rudder or self-control. But even with a rudder and self-control, you need a harbour. You need this overall purpose in your life. Seneca two thousand years ago said: it 'Doesn't matter how much wind is in your sails if you don't have a harbour'. We all know people who have a lot of wind in their sails, but no harbour. We call them ... annoying people. 'I want to do this. I want to do that'. They have a lot of energy all the time, but no purpose – no direction.

Children usually have a lot of wind in their sails – but no harbour. We call them ADHD. And what do we do? We put an anchor on their boat. (Are we nuts?) As a first course of therapy we just give them a drug and ask them to slow down? Why not just try to find them a purpose?

Every entrepreneur I've meet had some kind of ADHD as a kid, and often as an adult. All they did was find a purpose. So we also, in this JOOL program, ask people how closely aligned they are with their personal, family, work and their community purposes. With JOOL we can look at whether you're a workaholic. We can look at whether you're super attached to your family, and your work, or have a nice balance. But in order to have balance we've discovered that while you need a good, important purpose, you need a transcending purpose that's bigger than yourself.

You need energy and will power. And those things connect to start really helping you out. In order to have more energy and will power, to be connected with your purpose, we've found five things that make sense. Things that are beautiful positive behaviours, which are essential elements to having more energy or vitality or will-power and self-control. They include: sleep, presence, activity, creativity, and eating. You need to give yourself space to think about these things?

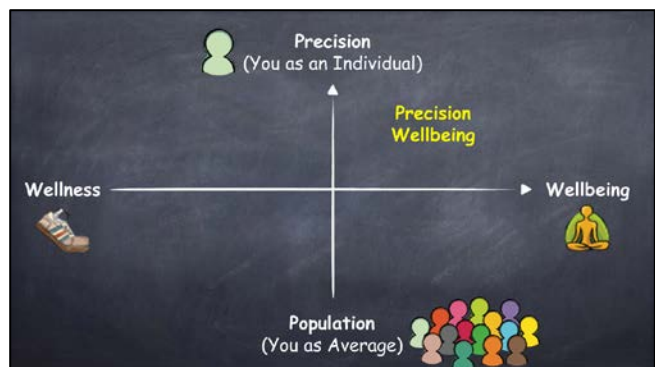
There are a lot of things that constitute presence and presence can also be mindfulness; or it could be, yoga, meditation, prayer. So, if you view these as 'gears' you assemble all of these as part of an engine in your body. You connect them all and they become a really import engine for your wellbeing. You could also think about wellbeing as related to the environment. Our physical environment is so important to us. Even in this hall today it's a little bit warm. So, it would be hard to be energised and engaged outside, where it's super-hot and muggy.

So when we measure things like that at JOOL, we look at temperature, we look at where you actually are, we look at the day of the week. Are you as energetic on a Monday as you are on a Friday? Probably not. Putting that all together for you and assembling it into this 'engine' and figuring out what makes you tick is really 'cool'. This is what we call a 'precision model'. Because we're focusing on what makes you tick *over time*.

Because what JOOL is doing is moving the standard focus on physical health, and moving wellness to wellbeing. How do we do that? How do we build purpose in our lives? It's like the soil, the substance in which remarkable plant growth takes place. The other thing that is innovative for our future, is by moving from population models – basically treating everybody like their own average. Nobody in this room is average I can promise you. And if I build an averagist program – pill, drug, treatment, or something that's based on average, it won't perfectly fit any of us practically. So when we start with an averagist approach, we're going to be missing a lot of people. Moving that to what is now called a 'precision approach' is very important.

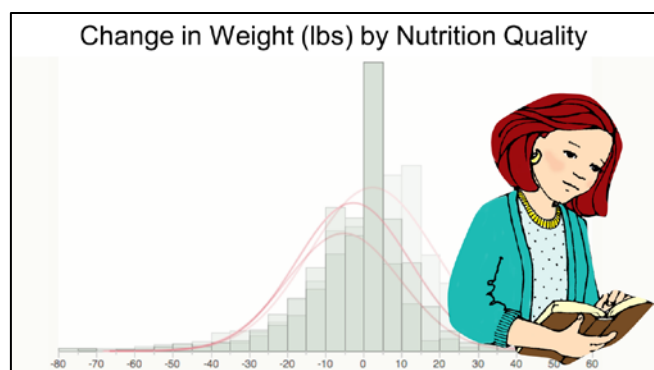


So if you look at the upper right hand quadrant in the picture, what we're trying to do is build 'precision wellbeing'. This is a study we did years ago looking at people's quality of diet. Some people had excellent diets, good diets, or a poor diet. And then we followed them for a year and found that the people with an excellent diet lost five pounds over those 12 months. People with a good diet lost 2.6 pounds and people with a poor diet gained 2.4 pounds. This is very statically significant and I could write a scientific journal article about it – saying diet influences your weight loss or weight gain. It's very unlikely that this relationship is due to chance.



Most science is based on averages and means. So researchers look at a means score, an average score of one group, and compare it to the average score of another group. Means are based on distributions of weight loss or weight gain. So we can actually apply a normal distribution curve to each of these. We could combine them and find that there's not a lot of difference between an excellent, a good, and a poor diet in terms of weight loss. There's tremendous variation there because no one is average.

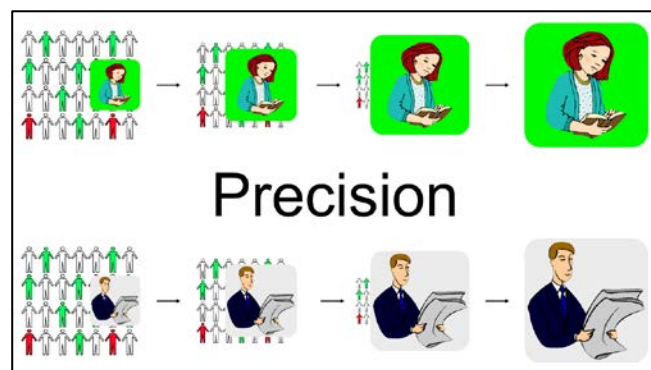
But I wonder what people should be told. Because some with an excellent diet gained weight, and some who had a poor diet lost weight? It's bothersome to a scientist when you see so much variation – at least in my field of Public Health. Typically we might ask, what happens to them when they have a particular diet? Well, some people do really well, some people do poorly, and some people don't gain or lose any weight. What if we started with that model but then took a look at the individual and started



collecting more data from that individual. Looking at how they eat specifically, and what their weight is at points in time. Maybe even every week or every day. And as you continue, that person's model becomes more important than a population model. So gradually we are moving from a population model to a model of just you. In medicine we call this precision medicine.

We can think about this in terms of wellbeing too. So JOOL is a precision wellbeing program. As we have all this access to data now – the cloud and the biometric devices you've been hearing about – all sorts of ways to collect information from people, we can then start assembling it and learning more about you, and getting smarter about you *over time*. This information is not based on an average, but on you.

These two things: moving wellness to wellbeing, and moving population to a precision model and getting in that upper right hand quadrant of the diagram is really new. It is an innovative field where we're going to see a lot of exciting new work.



Another area that I've been really thinking about and talking to people about are precision work places. We know a lot of companies and we know what influences them. We know what gives them more productivity or a higher return on investment. But someone might say their company is different to others. So it turns out you've really seen only one company. We could then create a precision model around that company by asking: 'Do you have a purpose? Do you have a mission statement?' If not then let's start thinking about these, and about what makes your company tick. We look at a predictor that gives alignment and then you start putting all that together to build a model – an engine for that company. Now purpose-driven companies, it turns out, do really well, especially if they are revenue-transcending purpose-driven companies.

There was a fascinating study done called 'Firms of Endearment' developed by three business school professors, which looked at 28 amazing companies. Half were for-profit, and half were not-for-profit. Many are here in Australia. These companies were selected because they have a revenue-transcending purpose. In other words, they were not always into ordinal reporting and shareholders. They recognised that if they focused on their customers, their community, their employees, they would make more revenue. (At least that's the theory). So to test out this theory they compared the Firms of Endearment against the S&P500, (the Standard and Poor's 500). Then they compared that against good to great companies.

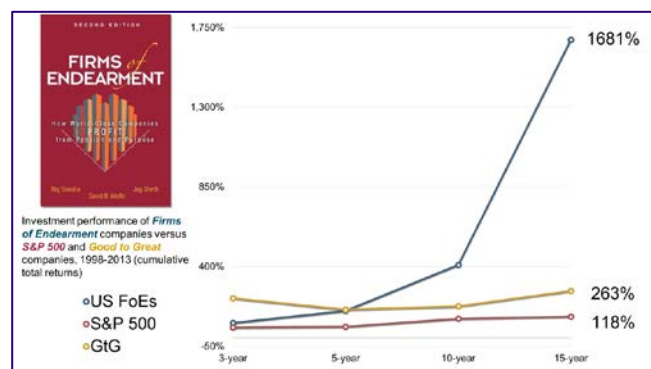


Those companies were selected based on their financial and leadership prowess. For example, one of them was Philip Morris. (It's hard to think about Philip Morris Cigarette

Company, having a self-transcending purpose!) Then they followed them for 18 years. And here's what they found. At first, the good to great companies were 'kicking butt'. They were twice as effective at returning your investment back to you. Then, after a while, the Firms of Endearment started doing better. Thinking about revenue-transcending purpose helps you make more revenue. Thinking about self-transcending purpose helps you do better yourself. Studs Terkel, one of our famous American authors said, 'You know, working is about the search for daily meaning as well as daily bread, for recognition as well as for cash, for astonishment rather than torpor; in short, for a sort-of-life rather than a Monday to Friday sort-of-dying'. It is very important that we connect our employees with purpose and mission within their companies. So that collectively, they are connected. That company does much better.

I'd like to mention something I only started thinking about right here in Adelaide whilst working with people like David Pearson, who talks about the Purpose Economy. As well as with Gabe Kelly and David Kelly and many other people who really think about cities in an interesting way, as well as this state of South Australia. So typically we may say: 'Let's do things that work here that have worked for other cities'.

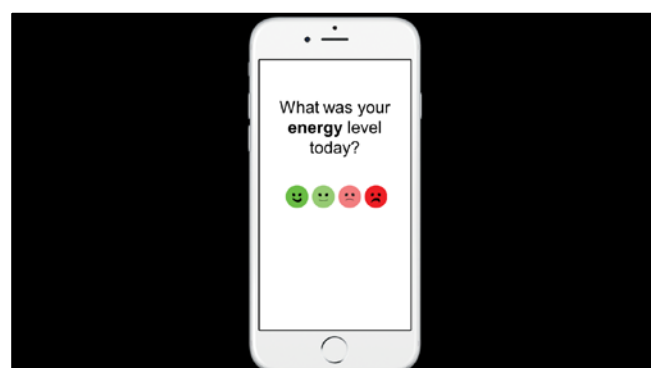
But you could say: 'if you've seen one city – then you've only seen one city. And maybe Adelaide is just a little bit different. Because all cities *are* different. Don't treat us like average'.



So let's think about what we might be able to do. How could we collect data on cities? Well, we could look at things like the crime rate, or the amount of green space, or the daily traffic rate. We could look at the weather, or whether the cricket team here beats England. Because that might have an influence on our ability to align with purpose. We might be able to give JOOL, the product that I created, to everybody here. We may also be able to send out short quick-pulse questions like: 'How are you doing? How much energy do you have?'

Last month I was in Heathrow airport and I was going through security and I saw this kiosk machine as I was walking out and it said: 'How was your arrival experience today? Just press one of these four buttons. I pressed green – a great experience –actually. It's so nice to be asked how your experience was. I saw everybody doing it. Or we could do similarly online (if you hate these goofy machines).

Now how do you feed all this data back? Say we're collecting data over time from people, just finding out how they're doing, looking at economic data, business data, traffic data, and weather data, Then we assemble that, and use what's called predictive modelling to start figuring out what makes Adelaide tick.



What are the elements that go into a purpose-driven city? I would like to go back to Bobby Kennedy and read something that he said. 'Even if we act to erase material poverty, there is another greater task; it is to confront the poverty of satisfaction – the purpose and dignity – that affects us all ...'

For too long, we seem to have surrendered personal excellence and community values, in the mere accumulation of too many material things. Yet the Gross National Product does not allow for the health of our children, the quality of their education, or the joy of their play. It does not include the beauty of our poetry or the strength of our marriages, the intelligence of our public debate, or the integrity of our public officials. It measures neither our wit nor our courage. Neither our wisdom nor our learning. Neither our compassion nor devotion to our country. It measures everything, in short, except that which makes life worthwhile. And it can tell us everything about America except why we are proud to be American.

All those things I mentioned, could be metrics that are collected on a regular basis and fed into what makes Adelaide tick. This is what Bobby Kennedy closed his speech with: 'So it's true here at home, so it's true elsewhere in the world'.

Especially here in Adelaide, which, in my mind, is a leader in the world in wellbeing. Do you know Adelaide, your energy level is pretty darn good, 'purpose' is only medium'?

I'd like to close by reading the very last pages from my book *Life on Purpose*. If you do buy it, it's not a spoiler or anything so don't worry.

In the summer evening I settle into my kayak and paddle out into Lake Michigan. Watching the sun melt into the calm water I still feel Julia in me. She's in my loving kindness meditation. We look at the sunset together and smile, and I wish her peace and happiness. Lately the family portion of my purpose – to be an engaged husband and father – has required an important revision. I've added grandfather! – with the birth of Madeline Julia, my daughter Rachel's new baby. That's one of the nice things about life. Like family, like compassion, like understanding – like a rubber band, life can be wonderfully elastic. While some are ascended, some recede. And generations are renewed again in a brief space, life's torch is passed on.

Thanks to my new miracle coincidence, my teaching career blesses me with a poignant gift. Every year I'm blessed with a new crop of students who are at just the age Julia reached at the end of her brief, big life. I enjoy watching each successive generation transcend, with a commitment to finding purpose in their lives. Five years ago out on Lake Michigan, I wasn't thinking and caring about myself, or anyone else. Then, I felt Julia telling me that if I was to survive, I'd need to 'get over myself' and live for what matters most. I found a breeze at my back and a gentle current, and I knew what harbour to make it for.

I have a lot to do before I die. And you, Adelaide, have a lot to do before you die as well.

This is an edited transcript of Making Meaning: Getting to the Purpose. You can view this Oration at <https://youtu.be/BtHXGKrOXL4>

Workshop: Creative Communication and the Purpose Economy



The intention of this workshop was to build capacity and encourage participants to employ creative communication and storytelling. In particular, to use creative communication as a tool for collaboration, workforce and customer engagement and ultimately for helping to realise the opportunities in the Purpose Economy.

We discussed the concept of 'Instructional Design Models and Theories: Schema Theory' initially proposed by Frederic Bartlett. <https://elearningindustry.com/schema-theory>

Schemata (plural of schema) are psychological concepts that were proposed as a form of mental representation for selected chunks of complex knowledge, which are then stored in the long-term memory.

The key elements of a Schema are:

1. An individual can memorise and use a schema without realising they are doing so.
2. Once a schema is developed, it tends to be stable over a long period of time.
3. A Human mind uses schemata to organise, retrieve, and encode chunks of important information.
4. Schemata are accumulated over time and through different experiences.

The practical considerations of schema theory is in the design of any form of communication. We want to ensure that new schemata (chunks of information) are readily recognised and that the viewer/receiver is able to establish connections between the new information and existing memory.

An example of this is where eye tracking technology was used to better understand how a viewer perceived health information. This is becoming a more common form of marketing and communications technology and strategy.



Figure 1: <https://www.usability.gov/sites/default/files/images/eyetracking-full-option1.jpg>

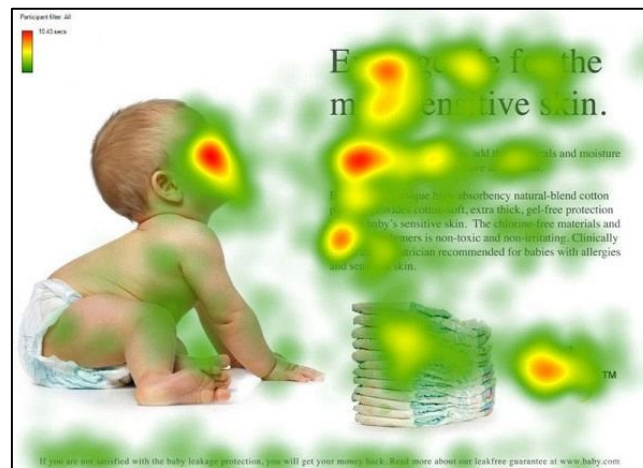


Figure 2: <https://pbs.twimg.com/media/C0vqTOcXcAAG5wh.jpg>

What this workshop allowed me to consider is: against a cultural landscape of change and uncertainty for not-for-profits, how well can we articulate the purpose and value of an organisation?

Indeed, it is evident that there are some challenges there. The drastic changes in access to funding, the evolution in customer and desired employee demographics have destabilised traditional communications methods. But perhaps more positively, bridge the relationship between customer and end user.

Understanding who we are and what our purpose is, is fundamental to being able to engage well with others. We also need to be able to understand our audience: what they already know, what they're passionate about, what matters to them. This will help us craft schema that will resonate with them more effectively.

Then we face the emerging consideration of 'how do we best deliver this message?' As a researcher, messaging isn't necessarily my skill set. To mitigate this I partnered with screen writers, artists, comic writers etc. Adelaide is one of the most creative places I have visited. With such easy access to the creative industries, you should utilise trans-disciplinary approaches to introduce a new, innovative perspective to your messaging.

Workshop: Unlocking the Potential of Shared Data in the Purpose Economy



The purpose of this workshop was to discuss the practicality of data sharing, especially in the health and social assistance fields. Key questions that were addressed, included:

- 'What are the pitfalls and risks associated with sharing collective data?'
- 'What is the economic potential that may arise from data sharing – within the context of encouraging new innovation and attracting entrepreneurs?'
- 'What is the benefit of multi-discipline teams and how we can build this capacity in the Adelaide entrepreneurial landscape?'

The answers require a return to trans-disciplinary methodology. The above questions are unknowable without the combined work across multiple disciplines by those who are most familiar with Adelaide. Through this exercise we can start to ask:

- What do we want data to do for us?
- How can data paint a picture of what it is to be a Purposeful city, or a Smart city or a Healthy city?
- Who/What are the levers/resources that you need to identify and draw in to the process to help build the picture?

Workshop comments/notes:

- Inter-disciplinary – working together across disciplines.
- Trans-disciplinary – requires multiple disciplines, but also to transcend their own discipline's ego. For example getting rid of the fancy language, and speaking in plain English. Helping philosophers and physicians work together to solve problems. This is very hard to do.
- Our postal code is more important than our genetic code and a better predictor of your health.
- How do we democratise the analysis of data? Excel was the first attempt at that.
- There are many different levels of access for data and how data can be used. Football teams winning or losing may appear to have little direct social impact but research has shown that there are correlations between this data with consumer behaviour or buying unhealthy food.

About our Residency partners SAHMRI Wellbeing Resilience Centre

The SAHMRI Wellbeing and Resilience Centre has a bold vision to build South Australia as the State of Wellbeing, using a public health approach to building mental health. Located within the South Australian Health and Medical Research Institute's Mind and Brain Theme, the Wellbeing and Resilience Centre is building upon existing research to create new knowledge and practical, easily implemented wellbeing and resilience tools and programs that can be adopted across the community.

WRC Visiting Fellows Program

As a core part of its mission, the Wellbeing and Resilience Centre has established a Visiting Fellows Program that will invite exceptional academics, researchers and practitioners to spend time at the Centre in order to enrich the South Australian community's engagement with wellbeing and resilience theory and practice, and contribute to the Centre's research activities. The Fellowship program draws on the tradition of the Adelaide Thinkers in Residence program which helped guide the State's response to some of the most important issues of the last decade including health, education, water, climate change, advanced manufacturing, transport, social innovation, positive psychology and road safety.

Through a rich mix of formal lectures and workshops, large public events and translational research projects the Wellbeing and Resilience Centre Fellowship program will:

- Undertake direct engagement with the partners of the Wellbeing and Resilience Centre who are delivering wellbeing programs across the State;
- Enhance the research profile of the Centre;
- Engage new project partners; and
- Support community outreach to extend the broad community understanding of the value of building mental health assets and wellbeing and resilience.

The evidence is clear that 'Meaning and Purpose' are critical to the wellbeing of individuals and communities. As South Australia works through the complex issues associated with a transitioning economy, a clear sense of 'purpose' assists young people, students and workforces to deal with uncertainty and embrace change in the 4th Industrial Revolution. Through our projects with older citizens, the Centre is exploring how a clear sense of purpose enhances people's capacity to live meaningful lives. This in turn, enables older people to make better choices about the services they receive because they are clearer about the lives they want to lead – important capabilities in the climate of consumer-directed care and the Longevity Revolution.

The WRC's operational partners include:

- Lincoln College – a residential college for University students;
- TAFE SA – the post-secondary technical training system in South Australia;
- Department of Correctional Services – responsible for custodial and community corrections services in SA.

Further Information

Jool Health:

www.joolhealth.com

Vic Strecher Publications and Videos:

www.dungbeetle.org

www.vicstrecher.com

www.health2con.com/tv/vic-strecher-the-unmentionables/

Health 2.0 The Unmentionables 2014

www.health2con.com/tv/vic-strecher-the-unmentionables/

TEDX 2014

www.youtube.com/watch?v=HCNra5pIJIM

Keynote: UM Symposium on Mental Health in the Workplace 2012

www.youtube.com/watch?v=qCmilQ7g3o

TEDMED 2009

www.youtube.com/watch?v=bxMGuGUROiA

Resources on Purpose:

http://www.theatlantic.com/health/archive/2014/11/live-on-purpose/382252/#disqus_thread

<http://blog.tedmed.com/?p=3002>

http://www.huffingtonpost.com/victor-j-strecher-phd/from-chaos-to-transcendin_b_4427101.html

<http://www.thetakeaway.org/story/279167-does-finding-purpose-have-health-benefits/>

<http://blog.hopelab.org/2013/12/16/why-purpose-is-a-prescription-for-health/>

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