

# As is, to be



## CHANGE CREATION



[www.changecreation.org](http://www.changecreation.org)



@cancreatechange

# As it, to be

When we're creating change, one of the ways in which we can articulate our change is to use the as it, to be tool.

Where are we now? Where do we want to be?




# As Is To Be

Work as an organisational group

Select some headings that will be relevant for the current and future state... and then divide a sheet of paper down the middle and describe (in high level but meaningful ways) the change that you are creating. We've included some different examples.

Tip – don't worry about phrasing – worry about the true change... you can think about how you talk about it to other audiences later...



Area	As Is	To Be
Artistic	Conventional Defined by the curator Respected by the sector	Challenging Defined with current and non audience Recommended and 'shared' by audience
Welcome	Professional Calls prioritised Older people cared for well	Warm, human and diverse People prioritised above all Flexible, responsive care for everyone
Print		
Meetings		
Reporting		
Skills		





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# As is To be (stakeholders)



CHANGE CREATION

Area	As Is	To Be
Staff		
Community		
Audiences		
Leaders		
Funders		
Artists		

# As is To be (experiential)



CHANGE CREATION

Area	As Is	To Be
See		
Feel		
Hear		
Be like in it		
Be treated		
Want to do		

We hope you found this tool useful. If you'd like to connect with Change Creation, find out more about the changes that we're delivering, the organisations that we're working with, we'd love to [hear from you](#).



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