

Driving Social Change: Insights and Innovations from Carmel McConnell MBE

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Founder

Magic Breakfast
(www.magicbreakfast.com)

June 2024 Exeter



Change activist

definition:

A person who takes action
outside their comfort
zone, in line with values



What did activism ever do for anyone?

- We faced up to big tobacco
- Put seat belts in every car.
- Women are able to vote
- The end of apartheid in South Africa.
- Equal Pay Act UK (Ford machinists in my manor, Dagenham)
- Black Lives Matter movement – greater awareness of racial injustice
- The NHS
- A wake up call on the global climate emergency.
- No first strike nuclear weapons stationed secretly in the UK
- School breakfasts for half a million vulnerable children in the UK

to boost
your system
working
success,
maybe you
need to
think like a
change
activist



to create the change
you want to see
maybe you need to
think like a change activist

Taking action increases your comfort zone.

Take action first-
then things get better.



What are the common attributes of successful social activists?

to boost your
project success,
maybe you need
to
think like a
change activist

Nelson Mandela, Rosa Parks,
Malala Yousoufai, Rev Martin
Luther King jr, Greta Thunberg?
How did they change the
world?

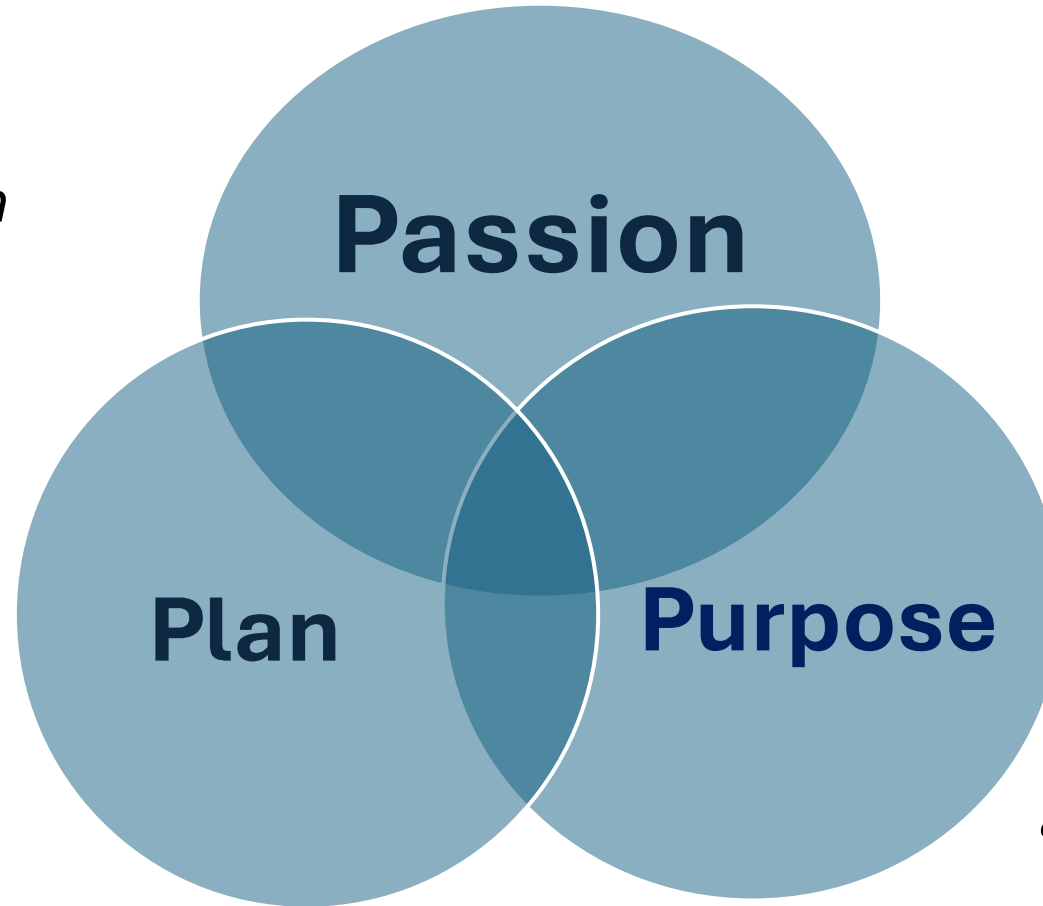


“You have to be burning with an idea or a problem or a wrong you want to right. If you are not passionate enough from the start, you’ll never stick it out”

Steve Jobs

“Have a bias towards action – let’s see something happen now. You can break that big plan into small steps and take the first step right away”

Indira Gandhi



“If you have a big enough why, you can get through any amount of how”

Nietzsche



Looking at your challenge through the lens of an activist leader



What's changing about change...

collaborative
purpose driven
strategic
AI driven
Inclusive
socially aligned
radical

Like yours?



You are already that success story. Look at the change you have made happen already. My question is – what's next?



Take action first-
then things get better.

How I found out
about children
arriving at school
too hungry to
learn....



Children in the UK
Are waking up in homes without
food because of poverty
Arrive at school too hungry to
learn.
In the 6th richest economy in the
world

magic
breakfast
fuel for learning



Purpose - Magic Breakfast context

Headteacher, Lincolnshire

My purpose as a teacher is to teach.
To help children achieve their potential.
If they are not fed properly, they can't concentrate.

So I can't see how I can achieve my potential or that of the child, or even the school, without a good breakfast offer.





magic breakfast
fuel for learning

• GLUTEN FREE • VEGAN • NO ARTIFICIAL COLOURS, FLAVOURS

nutrition
Typical values

	Per 100g	Per ½ can	%RI*
Energy	277kJ 66kcal	573kJ 136kcal	7%
Fat	0.2g	0.4g	1%
of which saturates	<0.1g	<0.1g	<1%
Carbohydrate	9.5g	19.5g	8%
of which sugars	1.9g	3.9g	4%
Fibre	3.6g	7.5g	
Protein	4.6g	9.5g	19%
Salt	0.4g	0.9g	15%

*RI per serving. Reference intake of an average adult (8400kJ/2000kcal)

get in touch
Phone 0800 528576 or visit www.magicbreakfast.co.uk or email info@magicbreakfast.co.uk

Ingredients
Beans (60%) Tomatoes (37%), Water, Mashed Potatoes, Natural Flavourings, Cornflour, Sweetener, Sugar, Extracts, High Extract, Glycosides naturally occurring in beans.
*protein contributes to growth in muscle, that is why 1 of your 5 a day should be a balanced diet.
how to use
Empty unused portion into a suitable container, add water, stir, refrigerate and use within 2 days. Best before end of use by date.

We can build partnerships based on purpose and social impact that are so deep, so impactful...we just need to find the win win win, the technology led opportunities for profit with principles...

We can build partnerships based on purpose and social impact that are so deep, so impactful...we just need to find the win win win, the technology led opportunities for profit with principles...

In 2022 we
delivered around
40 million
breakfasts!

Honoured to receive an
MBE from
His Majesty King Charles III
(then Prince Charles)
in 2016



Change activist

advice

Take a baby step



Change activist

advice

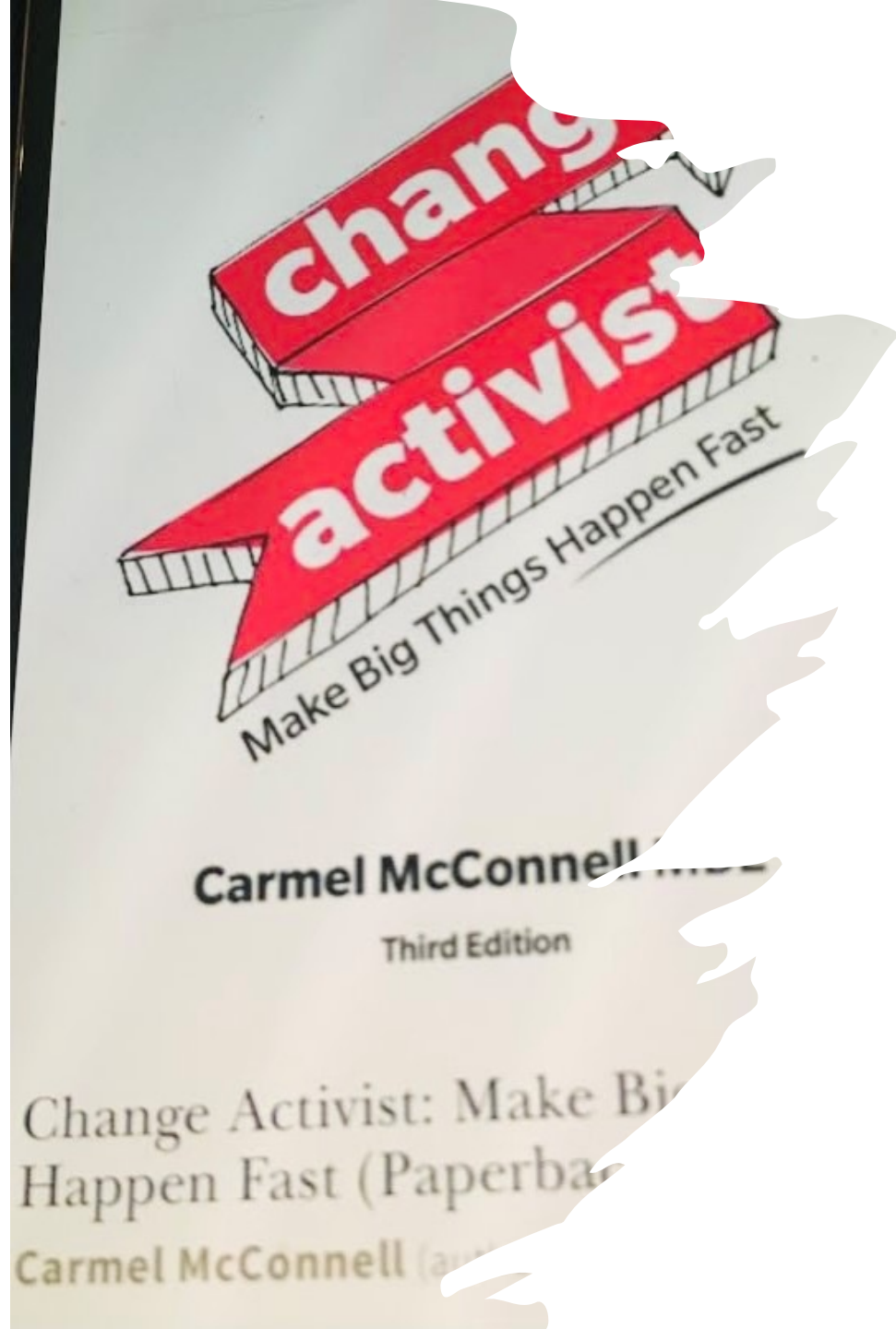
Start before you are ready



What might that look like for you?

In your role, in your team, in the organization?





“they won’t let
me...”

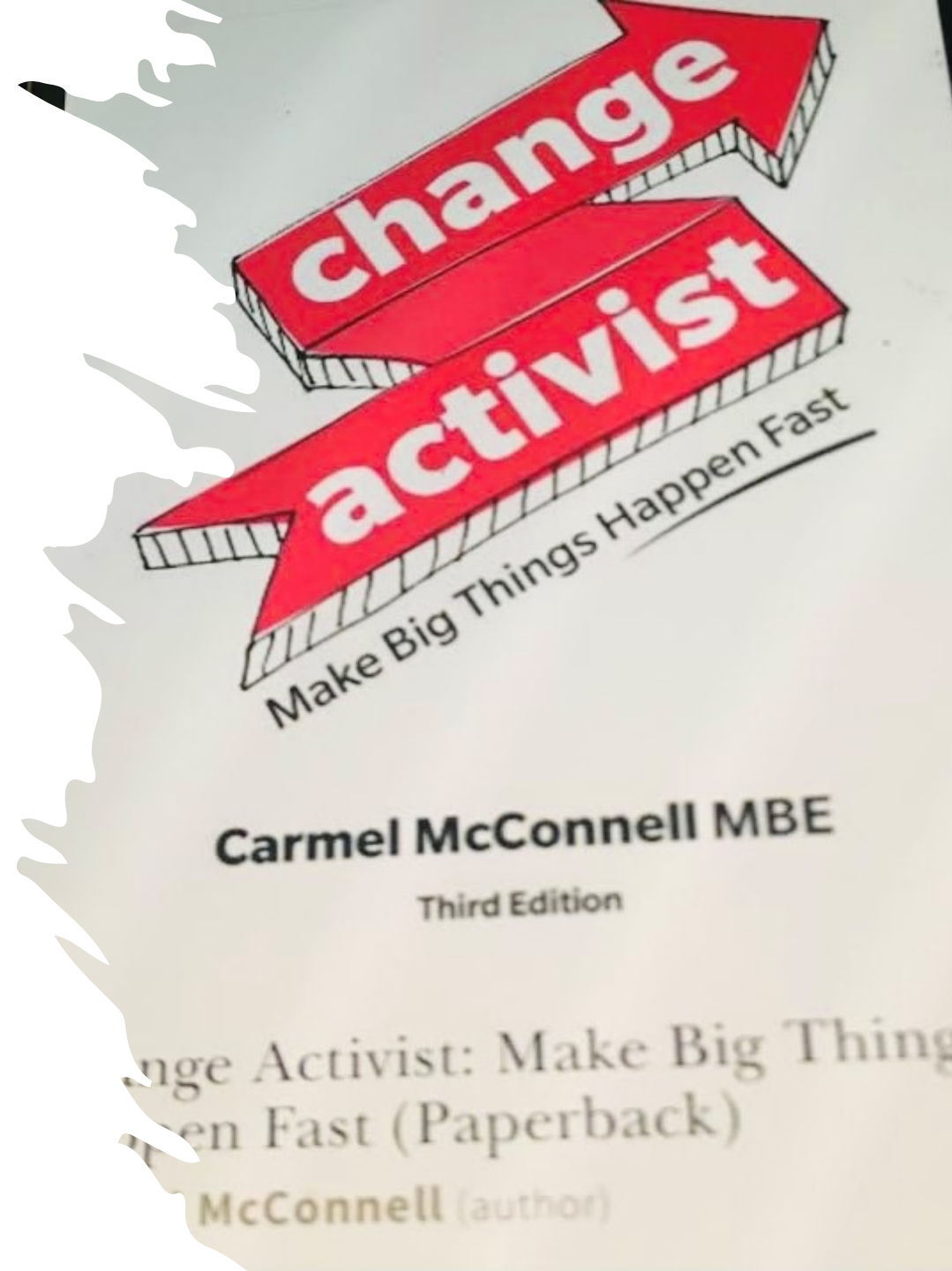
Really?

Who is the
they?

Just have to wait til...

- "the strategy refresh"
- "the new system is installed"
- "we've been told to by the boss"
- "the new team are in place"
- "we've saved some money"
- "I've made a plan"
- "I've done the course""

**What if low risk
becomes high
risk?**



What are you passionate about?

if you had a magic wand, what would you prioritise

- For people, for social impact
- For the planet
- For your colleagues
- For your community outside work
- For you personally?

CLIMATE


Passion



**Trust is the
best and biggest USP
for any individual,
any team,
any organisation**



Change activism at
COP28 Dubai...December 2023

A woman with dark hair and glasses, wearing a red jacket, is smiling and holding a small, light-colored object in her hands. She is standing in a museum or gallery with large, ornate architectural details in the background.

HOPE

Join **Carmel McConnell MBE**, **Daniel Valle**
and **Alexandra Topalian** at

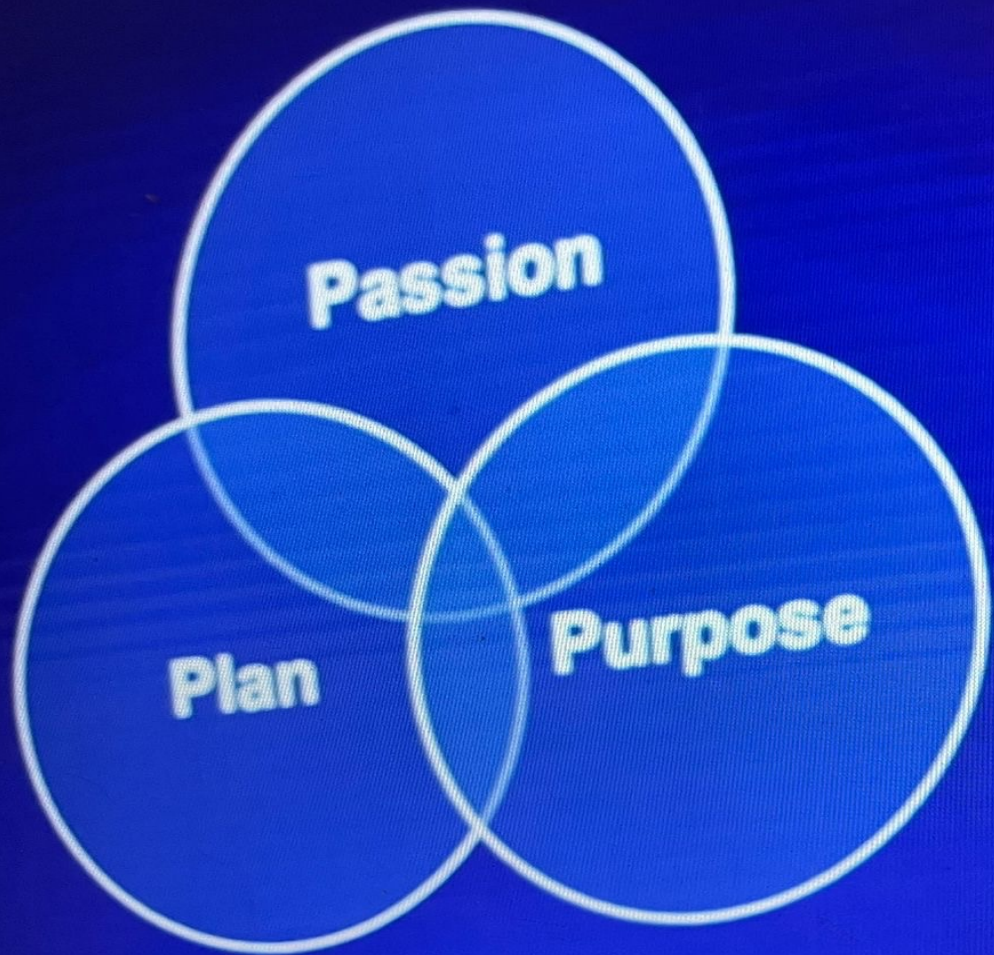
Using AI for Good:

**Accelerating and enabling the future
of climate leaders using AI**

Sunday 3rd December

14:30 – 16:00

COP28, Green Zone, Climate Finance Hub





Daniel Valle and I
presenting onstage at
COP28

December 2023

Subject. WWT cares about
reducing greenhouse
gases...

Trust as USP

By talking about AI for Good,
we wanted to show the world
a team and technology you can trust

Change activist

..idea

**Ask better questions..
What one small thing
could I do, right now
to make a difference?**





Close your eyes,
think of when you
are at your
happiest.

A time when you
feel really relaxed,
loved, content.

Could you choose
to do more of this?



**Here's another reason why this matters.
Sometimes you need a plan to see you
through the toughest times.**



January 2023

After major cancer surgery.
Followed by radiotherapy

Made a project plan.

By June, be well enough to
complete a triathlon.



**Followed
the project
plan**

3rd June
2023
Blenheim
Triathlon.
Slow.
But very
happy!

With my partner Catherine
Without whose help I could
never have done it!



Summary.

A change activist
takes action outside
his/her/their
comfort zone, in line
with values.

Anyone can
make a
difference.

Why not you?



TO
EVERYONE WORKING IN
THE NHS

FOR SAVING MY LIFE
TWICE

ESPECIALLY TEAMS
AT THE

MACMILLAN CENTRE UCL

JAMES WIGG PRACTICE KENTISH TOWN