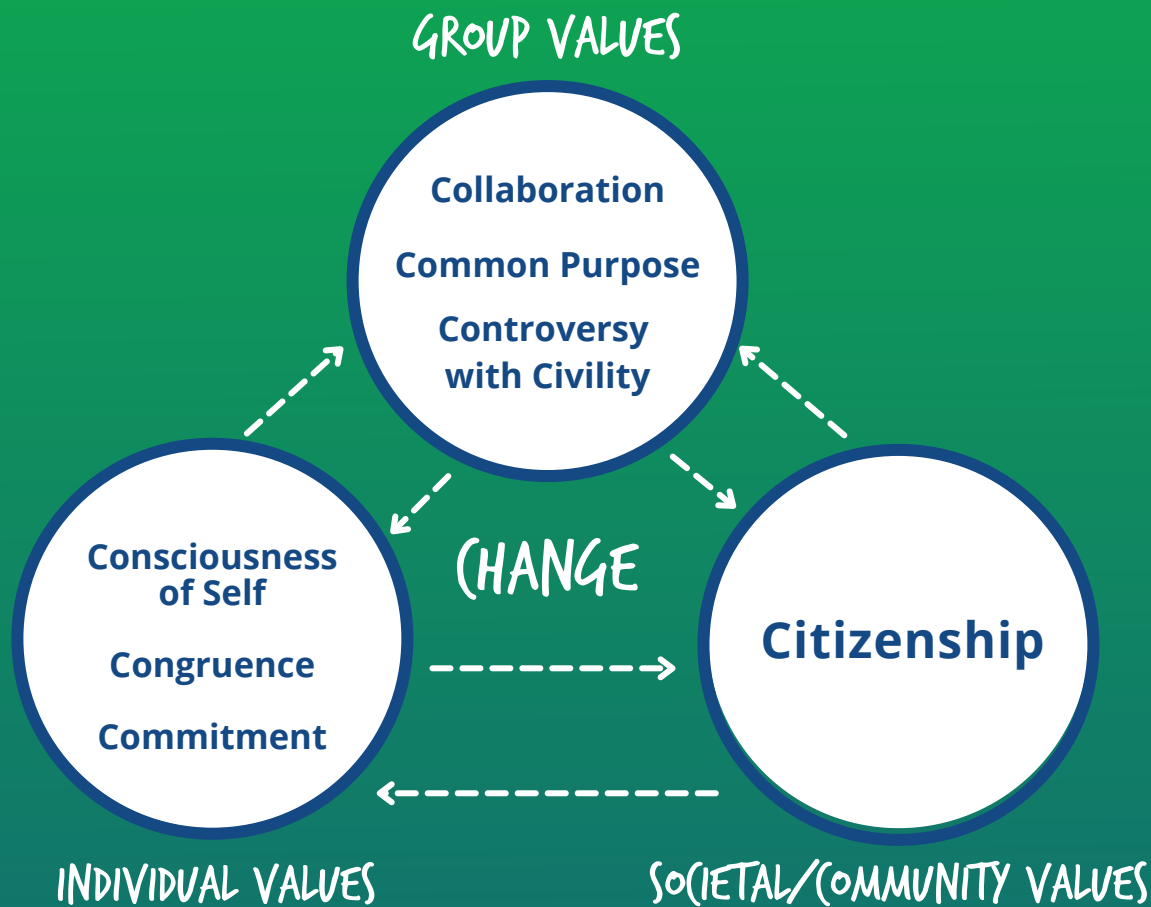


# SOCIAL CHANGE MODEL

Adapted from: Higher Education Research Institute of UCLA



## The "Seven C's"

**Consciousness of Self:** Awareness of the beliefs, values, attitudes, and emotions that motivate one to take action.

**Congruence:** Thinking, feeling, and behaving with consistency, genuineness, authenticity, and honesty.

**Commitment:** Motivational energy to serve and that drives the collective effort. Commitment implies passion, intensity, and duration.

**Collaboration:** Working with others in a common effort. It constitutes the cornerstone value of the group leadership effort because it empowers self and others through trust.

**Common Purpose:** Working with shared aims and values. It facilitates the group's ability to engage in collective analysis of the issues at hand and the task to be undertaken.

**Controversy with Civility:** Recognizes two fundamental realities of any creative group effort: that differences in viewpoint are inevitable, and that such difference must be aired openly but with civility.

**Citizenship:** Process whereby the individual and the collaborative group become responsibly connected to the community and the society through the leadership experience.