The questoner operates mainly at the cultural level – trying to create deliberation and new discourse (new culture). The acupuncturist targets leverage points at the regimes level, but ultimately tries to influence discourse and thinking (culture level). He targets both levels.

The broker connects pioneers and change agents at the niche level.

The gardener nurtures pioneers and supports them to become regimes...

The pioneers planting the seeds of the new system are acknowledged as important players in this change framework. However, their work doesn’t have to be political, neither necessarily based on systems understanding.
The Rules focuses on deconstructing the narratives around capitalism and neoliberalism, introducing a powerful logic around the need for deep change into mainstream narratives.

The Rules attempts to target key leverage points in the economic system as a way to advance system change, e.g. fighting tax injustice.

The Rules connects Southern and Northern movements and created community on system change.

It provides research and framing, funding and logistical support to grassroots movements.