A MAP OF

GENERATIVE
Generative systems naturally generate change and interaction by their use.

INNOVATION
Innovation is the adaptation of a new practice within a community.

Innovation processes involve:
- Sensing: bringing forth new possibilities that bring value to the community
- Envisioning: building compelling stories of how things could be
- Offering: presenting a proposed practice to community (leaders), who commit to consider it
- Adopting: community members commit to trying the new practice for the first time
- Sustaining: (adopting) for its useful life
- Executing: carrying-out action plans that produce and sustain adoption
- Leading: Proactively working to produce the outcomes of the previous 6 practices and overcoming the struggles along the way
- Embodying: achieving a level of skill of each practice that makes them automatic, habitual, and effective even in chaotic situations.

AWARENESS CREATES CHOICE

ENERGY FOLLOWS

YOU ARE WHERE YOUR **ATTENTION** IS
Awareness and attention shape the kind of observers and actors we are.

CAN ONLY INNOVATE FOR THAT WHICH YOU CARE
...is action, not intent. You only care for those things in which you invest energy, time, or sometimes money

DRIVES **CONVER-SATIONS** WHICH CREATE
The cause of all outcomes (positive & negative) are the...
...we (effectively or not) have or not.

FOR **ACTIONS**
Conversations for Action include: a request for participation, negotiation, performance, & acceptance.

WITH A **REQUEST** MAKE A CUSTOMERS
(requires a speaker and a hearer and should articulate the concern to be addressed)

BASED ON **DECLAR-ATIONS**

ARE MET WITH AN **OFFER**
The conditions people ask (others) to commit to so that their concerns are cared for.
performer + individual listener + performer's promise + background of obviousness + conversation for action

VALUE
Types of value: functional, financial, emotional, identity, and meaningful.

IS AN **ASSESSMENT** THAT PROVOKES
AN ... that provokes

COMMIT-MENTS WHICH ENABLE
... can be measured (unlike many things)

WITHIN A **RELATION-SHIP**

CAN ONLY TRANSFER

WITH A **ACTIONS** WHICH DRIVE
If you don't change actions, you can't chance results.

WITHIN A **RELATIONSHIP** WHICH **RESULTS** WHICH DRIVE
- passion & ownership
- lack of commitment
- compliance & obligation

WITHIN AN **EXPERIENCE**
Whether they acknowledge it or not, all organizations are in the experience business.
There are at least six dimensions of every experience: intensity, duration, breadth, interaction, value, and triggers.

DOMAIN CUSTOMERS
(to what community,event, discourse, discussion, or situation, does it apply?)

PURPOSE ACCEPT
(what's the point and concerns? does anyone care?)

FRAME PROMISE DECLINE
(does the assessment fit the listener's beliefs?)

How the people and things that you CARE about connect to your experience.

(of future action, to accept decline, etc. withinset time period and resources)

COUNTER OFFER OR COUNTER OFFER

COMMIT TO COMMIT

DURING A

AFTER A NEGOTIATION

AND SUPPORTING **BREAK-DOWNS** RESULT FROM

(missing conversations, cubomers, performers, requests, promises)
COGITIVE BLINDNESS
(acceptance, performance, conditions of satisfaction, etc.)

DOMAIN BLINDNESS
(failing to discontinue or modify obsolete practices or business models)

OR **COMMIT TO COMMIT**
(defer until later)

NEGLECTING TO MODIFY

COMMIT-MENTS

ASSERTIONS
A fact for which you offer to provide evidence if requested.
Should be relevant to the domain and purpose and consistent with common standards.
Assertions are never true or false but shape your posture toward future possibilities. Listeners orient themselves within the assertion's frame opening and closing other opportunities.

CANCEL AND

CAN STILL

DECLARE

SATISFACTION
(or dissatisfaction, in which performers can take additional action to satisfy)

MUST WORK WITHIN THE **CULTURE** AND **VALUES** OF THEIR **ORGANIZ-ATIONS** ARE **CONVER-SATIONS** BETWEEN **PERFORMERS** CAN STILL **REVOKE** A **DECLARE** **COMPLETION**

ORGAN-IZATION

CLEARLY
Visions, declarations, & offers which aren't clear cannot be committed to.

DECLARE A
Declarations are acts that change expectations for action.

Anyone clearly declaring a vision others want to follow becomes a leader...
LEADERS
...regardless of authority, from anywhere inside or outside an organization.

Language is the primary mechanism for changing behavior and the future.

MANAGERS SEEK **OPPOR-TUNITIES** FOR FOR **EFFICIENCY** WITHIN THE

ENTRE-PRENEURS SEEK **OPPOR-TUNITIES** FOR **GROWTH** WITHIN THE **ORGAN-IZATION**
...has become its own goal (instead of just a means to a larger goal.

INI NEW **ORGANIZ-ATIONS**

TEAMS COMMIT TO SHARED **MISSIONS & GOALS** VISIONS **ACTIONS** VALUES OWNERSHIP **ROLES & STRUCTURES**
...to coordinating actions
(including processes)
(including the assessment of these)
(including declarations of authority within the team)

ARE **GROUPS** OF PEOPLE
Any number of people can collaborate but they aren't automatically a team.

WITH A **SHARED**
Sharing requires clear communication, care, and personal investment.

The future is changed by promises of action focused on new possibilities.
FUTURE
Both requestor & promisor meet expectations of the future due to commitments.

TO WHICH OTHERS

People commit to fulfill offers made and accepted for others.
COMMIT
Those who make offers commit to be satisfied when these are delivered.

CLEAR
"Clear" and "simple" are different. Clarity can exist regardless of complexity.

PROMISE IF CONDITIONS **CHANGE**
...is the chief reason for contracts to have so many stipulations.

MEANING
There are 15 core meanings that define how people frame the world around them.

IS AN **ASSESSMENT** OF REALITY WHOSE

PRIORIT-IZATION
How the people and things that you care about connect to your experience.

AND **EXPRESSION**
People can prioritize the same core meanings yet express them differently.

MANIFESTS IN **TRUST** AND THE **FUTURE**
(of the organization, team, and the people within them)

IS THE **RESULT** OF **SINCERITY**
(people must also be fair, honest, just and respectful of others' interests)

COMPETENCE **RELIABILITY** AND **TOLERANCE FOR RISK**