Sense-making

Teaching Materials:
Leadership Lab for Corporate Social Innovation
Leadership Lab for Corporate Social Innovation: One Process, Three Stages, Seven Elements

1. Introduction: from CSR to corporate social innovation
   IDEO: the art & practice of precise observation
2. Go on learning journeys to innovative companies with inspirational leaders
3. Sense-making and dinner party

co-sensing

4. Crystallize project initiatives and project teams
5. Create living prototypes in real-world contexts

co-inspiring

6. Teams present practical accomplishments
7. Teams present practical accomplishments

co-creating
Agenda

Pizza & Presentation
Small Group Debrief
Joseph Rinkevich, McDonough Braungart
Design Chemistry
Dinner Party & Dialogue
Presencing the future that is seeking to emerge

Downloading: reenacting habits
Seeing: from outside
Sensing: from the whole
Presencing: from the Source

Who is my Self? What is my Work?
Principles of Presencing

- Sensing and bringing into presence one’s highest future possibility (the Self)
- “Retreat and reflect: allow the inner knowing to emerge.” (W. Brian Arthur)
- “Go to the place of stillness where knowing comes to the surface.” (W. Brian Arthur)
- The two root questions of creativity: “Who is my Self? What is my Work?” (Michael Ray)
- Going through the eye of the needle: “Everything that is not essential must go.”
- Presencing: paying attention to that which seeks to emerge through us
- Using your Self as an instrument
- Nature as gateway (Jaworski)
“Man knows himself only to the extent that he knows the world; he becomes aware of himself only within the world, and aware of the world only within himself. Every object, well contemplated, opens up a new organ within us.”

—J. W. von Goethe
“Free is the man that wills without caprice. He believes in the actual, which is to say: he believes in the real association of the real duality, I and You. He believes in destiny and also that it needs him. It does not lead him, it waits for him. He must proceed toward it without knowing where it waits for him. He must go forth with his whole being: that he knows. It will not turn out the way his resolve intended it; but what he wants to come will come only if he resolves to do that which he can will. He must sacrifice his little will, which is unfree and ruled by things and drives, for his great will that moves away from being determined to find destiny. Now he no longer interferes, nor does he merely allow things to happen. He listens to what grows, to the way of Being in the world, not in order to be carried along by it but rather in order to actualize it in the manner in which it, needing him, wants to be actualized by him--with human spirit and human deed, with human life and human death. He believes, I said; but this implies: he encounters.”

—Martin Buber
For more information on this lecture:


Scharmer, C. O. (Forthcoming).

*The Blind Spot of Leadership: Presencing as a Social Technology of Freedom* (working title).


*Presence: Human Purpose and the Field of the Future* (working title).