Crystallizing Vision and Intention

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
2. IDEO: the art & practice of precise observation
3. Go on learning journeys to innovative companies with inspirational leaders
4. Sense-making and dinner party
5. Crystallize project initiatives and project teams
6. Create living prototypes in real-world contexts
7. Teams present practical accomplishments

cosensing  co-inspiring  co-creating
Agenda

1. The Power of Intention
2. J. Hockenstein: The Story of Founding DDD
3. Brainstorming Project Ideas
4. Forming Project Groups
Crystallizing Vision and Intention

- **Downloading:**
  - reenacting habits
  - suspension

- **Seeing:**
  - from outside
  - redirecting

- **Sensing:**
  - from the whole
  - letting-go

- **Crystallizing:**
  - from the future field
  - letting-come

- **Presencing:**
  - from the Source

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Who is my Self? What is my Work?
Principles of Crystallizing Vision and Intention

- Intention is not the most powerful force, it is the only force.” (W. Brian Arthur)
- “If you focus on developing your intention long enough, then it goes out and happens.” (S. Rao)
- Crystallizing: There is nothing more powerful in the creative process than knowing WHAT you want to create. (P. Senge)
- Let go of the small and surrender to the Grand Will (M. Buber)
- “The most important hour of the interview is the hour before.” (Jaworski)
- Uncovering common will is the invisible dimension of great leadership.
“There’s this saying attributed to Margaret Mead that is my favorite saying. She said, ‘never doubt that a small group of committed citizens can change the world. Indeed it is the only thing that ever has.’ It’s a wonderful thing. I totally believe it.

“You could push almost everything around with just five guys. One is hard, but you put that one person with four or five more, you have a force to contend with. That’s a force that could overturn a country. Really and it does frequently. You have all of a sudden enough mo to make almost anything imminent. And I think that’s what entrepreneurship is all about – creating that kind of vision and force.“

--High Tech Entrepreneur, 2001
The Power of Action

“Whatever you can do, or dream you can, begin it. Boldness has genius and power and magic in it.”

--J. W. von Goethe
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).

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