Prototyping Living Examples

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

co-sensing co-inspiring co-creating
Prototyping Living Microcosms

- **Seeing:** from outside
- **Sensing:** from the whole
- **Presencing:** from the Source
- **Crystallizing:** from the future field
- **Prototyping:** dialogue w/the universe
- **Prototyping:** concretizing
- **Downloading:** reenacting habits
- **Presencing:** suspension
- **Prototyping:** redirecting
- **Sensing:** letting-go
- **Crystallizing:** letting-come
Prototype Living Microcosms

Prototype: to present an emerging concept at an early stage in order to generate feedback from all key stakeholders. That feedback is used for iterating it in a fast learning cycle for iterating it in a fast learning cycle.

Living Microcosm: a concrete context that embodies the diversity of the whole (all key stakeholders) and that serves as an experimental “landing strip” for emerging prototypes of profound innovation.

Principles:

- Three IDEO principles of prototyping:
  - Right: focused on the issue
  - Rapid: explore simply, quickly, and then iterate (fail early, learn quickly)
  - Rough: model at the lowest appropriate resolution

- Cisco 0.8 principle: create the first prototype within 3 months

- Dialogue with the universe: in order to prototype the new you have to engage “in a constant dialogue with the universe by listening to the environment that offers you feedback on your project” (Alan Webber, Co-founder, Fast Company)

- Follow a mini-U process every day: create→present in local contexts→gather feedback from user observation→iterate quickly

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