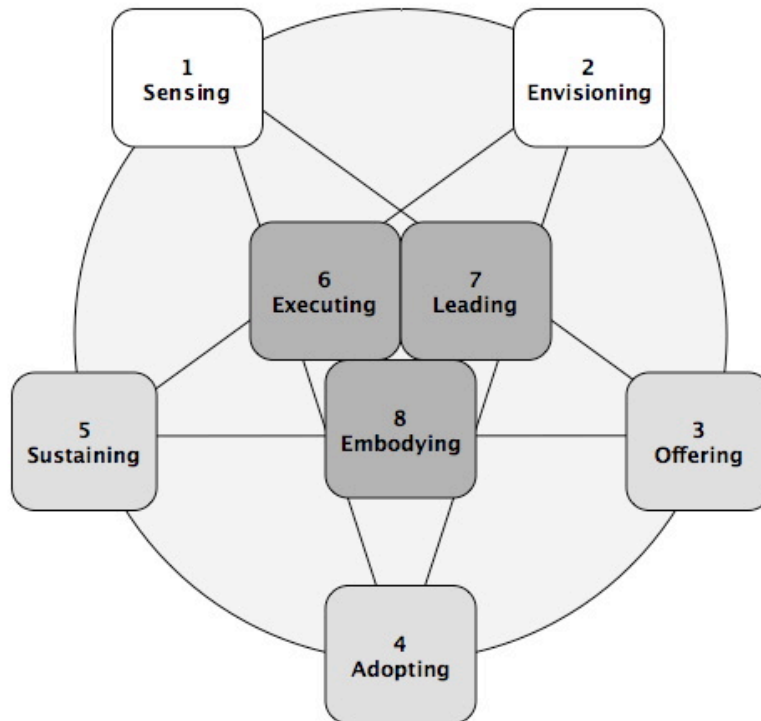


# SUMMARY OF THE EIGHT PRACTICES

From *The Innovator's Way*, by Peter Denning and Robert Dunham, MIT Press, 2010.



## SENSING

- It starts with a sense of an “anomaly” or “disharmony”
- Hang onto it
- Hold it with curiosity, puzzle through it
- Look for Value
- Articulate it
- Blindness is always an obstacle

## **ENVISIONING**

- **Articulate an engaging, compelling story about the future possibility realized through your innovation**
- **Locate the value for this possibility – how it addresses cares and concerns**
- **Show a path to the future**

## **OFFERING**

- **Make specific offers for outcomes and actions to make the new future happen**
- **Articulate “Conditions of Satisfaction”**
- **Listen and co-design agreements and actions to enable the prospect to accept**
- **Show a demo or prototype**
- **You must show up with presence and produce trust**

## **ADOPTING**

- **Engage your audience, prospect, or community to the clear commitment to try out the innovation for the first time**
- **Assist them to engage, learn, and experience new value**
- **Face and overcome resistances and breakdowns**
- **Blend**

## **SUSTAINING**

- Engage your community to a clear long term commitment to stay with the innovation
- Assist integrating the new practice into their social system
- Support overcoming resistance and breakdowns
- Enable Learning, with “small steps”

## **EXECUTING**

- Develop skills of coordinating action in a network
- Moving people to commitments, then to completion
- Team building, team leading
- Planning and execution

## **LEADING**

- Proactive in the other practices
- Sustaining a sense of “destiny” – commitment top the future
- Holding the center
- Coping with breakdowns, changes, and rejection
- Listening and learning with others

## **EMBODYING**

- **We are competent from embodied skill, not concepts**
- **Act effectively without conscious thought**
- **Skill takes DELIBERATE practice**
- **Embodiment produces trust, presence, connection**
- **BLENDING is the essential embodied skill**
- **Requires skill with relaxation, attention, awareness, presence, openness, connection**