

# THE REGENERATIVE BUSINESS DEVELOPMENT COMMUNITY

Carol Sanford Institute



## IMPLICATE INTERSECTION DIALOGUE

Strategy and market teams, which engage in regular reflections on dynamics at three levels of work, begin to see these implicate patterns arising long before their others in their universe. The first of the three levels for reflection is where aspiration and conditions of the business buyers intersect at the level of market nodes and individual customers and users. Second, there is a need for a level of engaged reflections on changes in patterns conceived or indicators for the proximate environment, where others are players in the field and the effects it is experiencing but imperceptible to name as of yet.

Then, finally there is an overarching level of conditions and dynamics with social and planetary changes and their relationship between the businesses work and the universe in which they are conducting business and with people affected. It is not trends, but implicit patterns that are not detectible except by inference or conceptualization.



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Spatially, one is looking for intersections that cross over and affect the three levels: Universe, the proximate environment and where, when and how they effect our markets and buyers. Further, the leadership team members shall consider and reflect on these in three different dimensions of time—eternity, recurring and timing.

Eternity is the version of time where potential resides and into which there is no known end. But it also speaks to the effects created at other levels of work that have an effect for eternity. Since it has an emerging nature, it is appropriate to ask, 'what potential can be realized from this implied pattern?'

Recurring time is that which is a repeated activity at points in time that have a similar or same nature. Since the world around the activity is changing, it is important to reflect regularly on the recurring nature and pattern forming nature of the activity. Or the pattern-forming impacts that may affect the activity. This makes possible the generation of ideas regarding pattern generation that can be introduced.

A "Timing" version of time is when one thing happens in conjunction with another, and calls into question the choices that are made about the connections and particularly the sequencing of activities relative to one another. If one activity is directly or at least partially associated with another, then strategic activity may be needed to shift to lead evolution in the shift. E.g. if we associate flossing our teeth with bedtime, we think of flossing before down before we lie down for the night, We instruct ourselves that we cannot lie down no matter how tired, without flossing. By doing so, we have created a 'timing' link between activities. There may be times or places that call for this to be shifted. Re-examination of such associations is part of this dialogue and it effects on all the spatially considerations.

When intersections are created or emerge, it also makes new and evolved versions of life and work possible. This system of four questions provide a way to assess what is possible or restraining and calls for creativity.

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**Opportunities:** What does each arena of market space and nature of time offer at the highest and lowest level of energies?

**Hazard:** What hazards arise and are even probably at each level and time? Hazard is when outcome is unpredictable. Not the same as an accident where certain actions are highly predictive of outcome.

**Variables:** What variables do we need to take into account in terms of how different aspects may respond and move or retreat?

**Alignment:** Where can we build alignment with other stakeholders at different levels or times and around what aspects?

Form a statement of Implicate Intersection.

1. Examine the patterns found in the engaged reflections and find nodes.
2. Examine the Essence of the entity seeking a corporate direction and where it is suited to innovation and building a loyal and helpful bond.
3. Articulate a distinctive intersection or intersections that you can commit to serve. Test it with pertinent reflections that have been developed