

The Regenerative Business Development Community- Leadership Thinking— Competitive Assessment

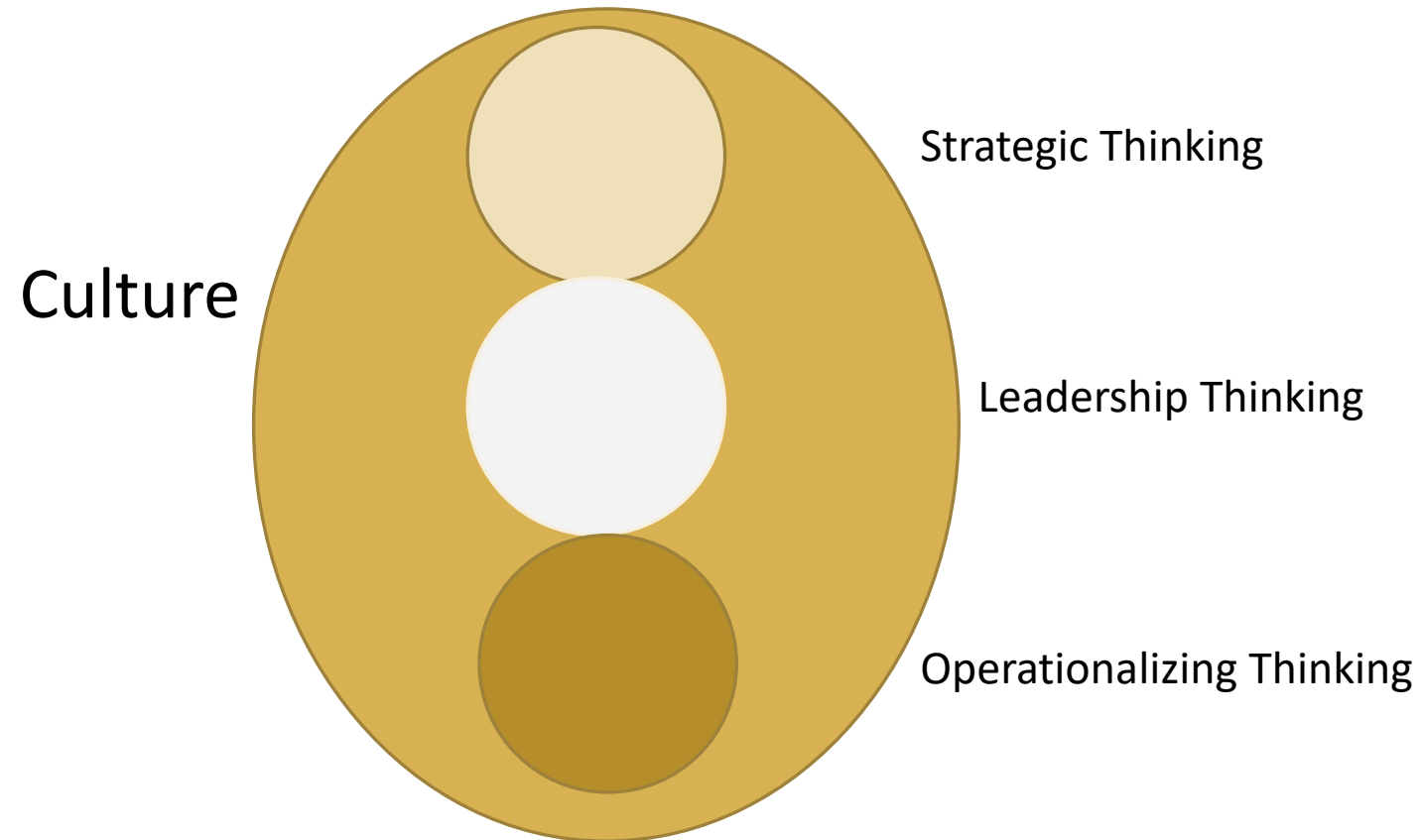
6.18.21 9-12:00 AM PACIFIC TIME USA

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Six Aspects of Leadership-Conscious Nodes

Create A Working Stakeholder System	Strategizing Culture Integration & Evolution	Translating, targeting, and pursuing Strategic Intentions
Possibilities— Assess and Create re Strategic Direction	Translating Competing Dynamics re Corporate Direction	Turning Competing Strategies toward Industry Transformation

Whole of a Business



Aim—competitive strategizing

Understanding Non-displaceability in a
Competitive Marketplace, how we
achieve it and how we lose it.

Opening Exploration-Offering Leadership

Select a few products and/or services that you can't imagine living and working without. You buy repeatedly, pay a fee for ongoing use, and are distraught when the supplier have a shortfall in their production or availability. Examine each of the offerings to understand this loyalty?

Select a few you keep using but are unhappy with, but cannot yet find a replacement? Do the same examination to understand what is missing ongoingly.

Select a few of your industries offerings that are perennially are the favored offerings. What makes them have so much staying power? A few in other industries

What are the characteristics of a non-displaceable and displaceable offering?

What is necessary to making that offering(s) available reliability and precisely as desired?

Create a small tool or instrument that would allow you to examine any set of offerings for their likelihood of being non-displaceable, or it is just a matter of time until they are

Levels of Non-displaceability



Level	Description
7. Foster Regeneration	We deliver product systems that are ongoingly superior and are also of positive value for social, physical, and planetary systems , fostering regenerative practices.
6. Integrated Product Systems	We deliver product offerings or set of offering which integrates whole and meaning aspects into integral product systems , often times through partnerships and joint ventures, making loyalty effortless & compelling, thereby giving us command of the market.
5. Evolve Preemptively	A product offering that is anticipatory of and capable of being preemptively responsive to a new strata of evolutionary trends that are required of (or taking place in) the industry within which it is marketed and related industries.
4. Evolve Performance	A product offering that is best able to accomplish the full spectrum of performance requirements and has the best capacity to sustain performance standards through increasing longer life cycle of our offerings.
3. Superior Value	A product that expert discriminating judgment finds is superior in terms of the value.
2. Improves Value	A product or set of products that continuously improves our customer's value-adding process and gives each of us greater flexibility in our way of working and marketing.
1. Perfect Performance	A product that is a model of perfection for customers and a value adding process that performs to perfection.

Work to do

Look at your own offerings and examine them with the Levels of non-displaceability?

Where do they fall and why, on the hierarchy?

Select one you want to do the work to move it up levels of non-displaceability

For each, level ask what the forces are that are at play and must be mastered?

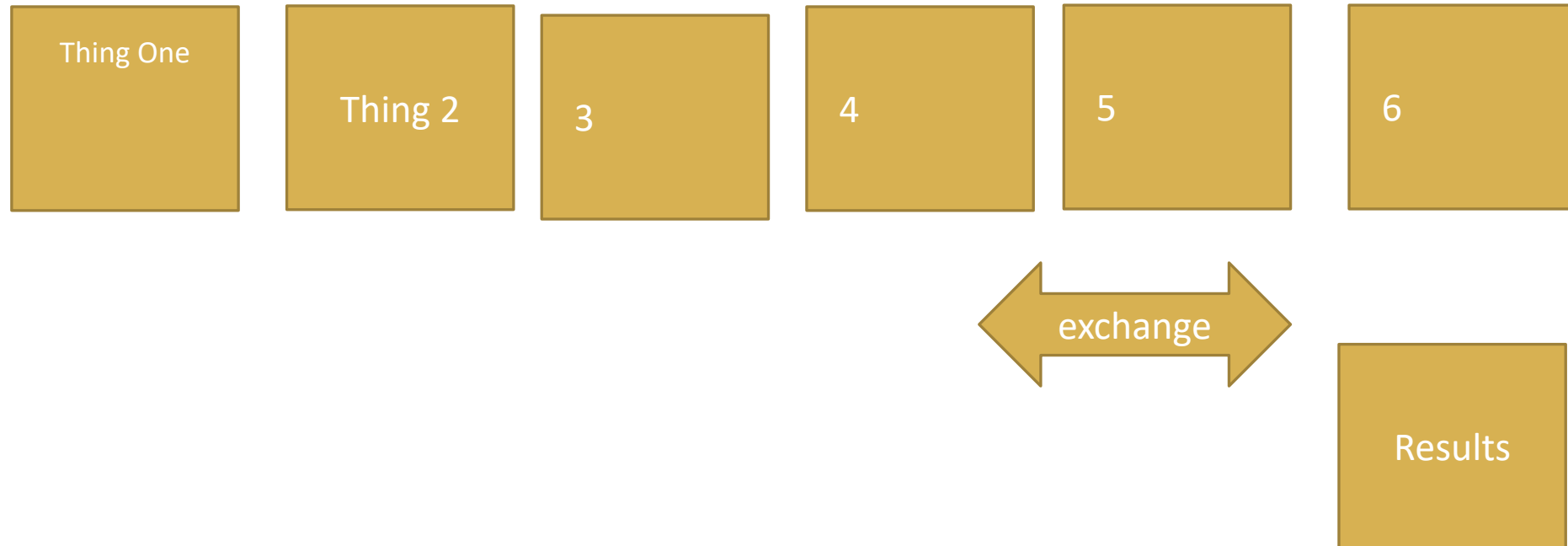
Take a second product and even a third (all of them soon) and examine where they are on the hierarchical of non-displaceability

What seems to be the common pattern in the lower levels that undermine the move upward to non-displaceability

Use the Modes of Behavior or Levels of Energy in a disciplined way to as a way to examine and commit to upgrading the quality of thinking and working in providing your offerings.

Traditional View

Linear



Living Systems View

Transitions of Phases or stages in a value-adding process



Breakout & Homework- Living Systems vs. Functional view

Extend and evolve your understanding of creative process by looking at the Non-displaceable Product hierarchy that you can use as a 'thinking' structure for innovation

Examine where we can and maybe must make upgrades to move our offerings up the hierarchy in terms of throughout the life cycle of the product. e.g., Sourdough bread sandwich in a luxury restaurant.

- ❖ transitions- the **phases or stages of a product** through out its production and use cycles from initiation to completed life. e.g., the stages of a plant's life from seed, to berry, to bread, to digested food.
- ❖ transactions- **exchanges with environment** in doing business and moving through transitions; where handoffs with other stakeholders happen. e.g., when grain is purchased, baked, sold, served with a meal
- ❖ transformations –creating an **irreversible state** in the material in its life cycle. e.g., bread rises, is cooked, is eaten.

Where is your work, now, to move up the Non-Displaceability Hierarchy?

Living Systems Thinking

Resourcing Role

and Work

We are working to see systems as alive, dynamic and evolving toward essence expression. A shift in how we think is called for and a new capability to image working.

Use of **frameworks** to override mental models, forming systemic questions rather than being handed an expert's answers

Resource Role? Internal & External (CAD)

Working on consciousness through use of systemic frameworks.

- Forming questions with explicit systemic frameworks
- Invite Reflection to see affect of mental energies and modes of behavior (inner work)
- Support Design engagements to promote systemic thinking

Next Meeting: Session Six

July 30, 2021

9 AM to 12 pm PT