

CAD weekend – July 19-20, 2025

Day Two: Designing a Change Process

Instruction:

- In your trio, share your most crisp and compelling articulation of what your idea / offering is, what it's about, and what it aims to achieve
- Pick an ideal buyer for your idea / offering—someone you know well enough to assess that they are a good fit
- Work your way through the prompts below, maintaining an *imaging mind* as you go
- **Do it lightly so that you have time to complete the whole cycle!**
- Resources—help your Seeker maintain an *imaging mind* and restrain generic / abstract / solipsistic thinking; be rigorous!

Designing a Change Process

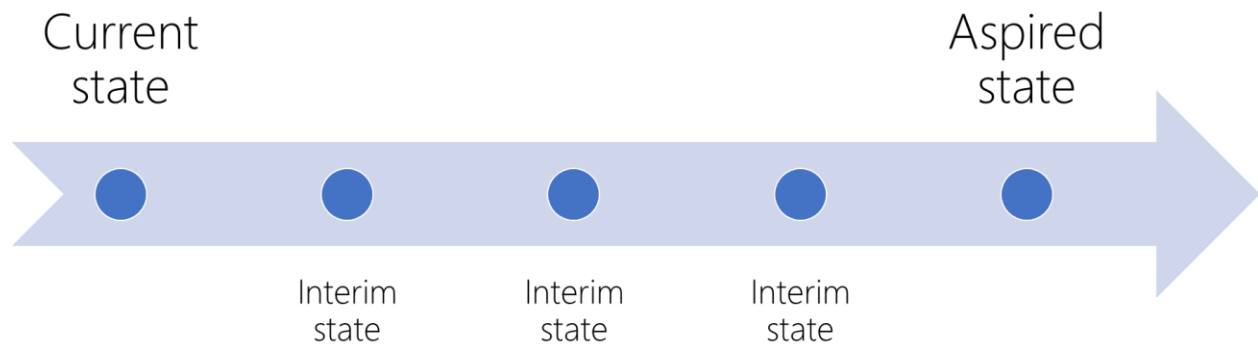
1. From your image of your Buyer working within the larger systems they're contributing to, describe the change in state that your Buyer is seeking to achieve and your offering is intending to serve. Articulate this in terms of a shift in Being—
 - for them personally,
 - with regard to their role and contribution within the larger system (e.g., their organization),
 - with regard to their contribution to their customers / beneficiaries

Note: *A shift in Being goes beyond behavior change. It means the person or entity becomes someone new—fundamentally different from who they were before.*
2. What *ends* would this new Being state make possible for them to pursue—at the three levels? What unrealized potential could emerge?
3. Now, describe their current state and define approximately three interim states that they'll need to pass through in order to achieve that end state. You can think of these as *developmental phases* that your offering needs to enable and support, each one building on the one before it.
4. Design a process for moving from the *current state* to the *first interim state* using a Task Cycle (*see Appendix A if you need a refresher on the Task Cycle framework*).
5. Contrast the work you've just done to your prior thinking about your offering. Is there anything missing?
6. How do you need to evolve the attributes embedded in your offering if you are thinking of it as enabling a continuous process of developmental change?

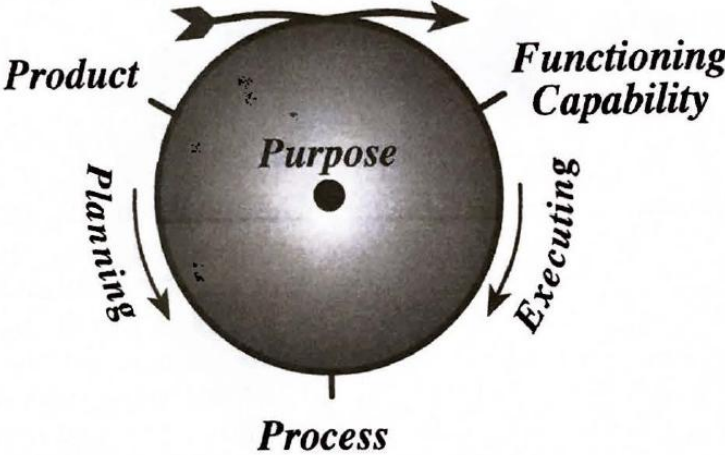
If you have time, sketch out a process for moving to the next interim state in the change progression, and so on.

Reflection questions:

- Stepping back and looking at your overall design work, is it consistent with the spirit and intention of your overall offering?
- Is it developmental—for all involved, including you?



Appendix A: Task Cycle



Purpose	Defines the transformation to be achieved in an event or task, plus how the transformation will benefit the stakeholders to the business (In terms of its value to Customers/Users, co-creators, Earth, communities, and investors)
Product	Defines the specific results that will be produced in successfully completing the event (in terms of Will, Being and Function)
Process	Defines the method and thinking frameworks to be employed to engage with the event to produce the products, including how to leverage flow of activities to achieve desired effects
Functioning Capability	Defines the ableness, motivation, and quality of thinking required to engage in the process, and what may be built to serve now and into the future.

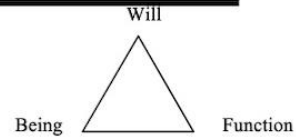
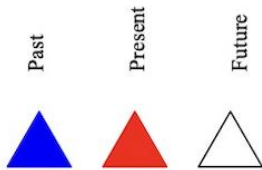
Appendix B: Designing Change framework

Designing Change Framework



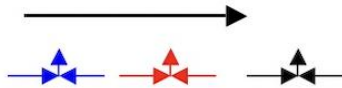
State to achieve, Ends to pursue

Each lower phase is based on thinking of level above



What is the shift needed in will (motivation) being (state) and functioning capability over the previous event?

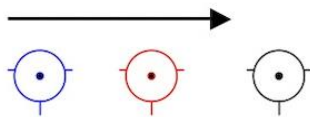
How must we set stage for next major event?



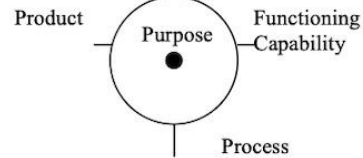
Reconciling



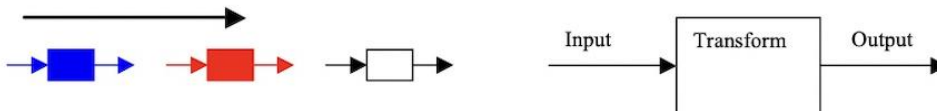
What are the activating and restraining forces and what must we reconcile to? In order to create will, being, function shift as discovered above?



Task



For this event, What is the task, then purpose, products, nature of process and functioning. capability for this mtg. And build for the next And will come from this mtg.?
Energy Levels lift the task and work. Use to upgrade for consciousness



Look at the flow of the meeting in terms of what must be the output of each stage, therefore what must transform and therefore what must be input. Reflect on:
Is the process building "being" or has it become mechanical?

Is the complementarity of flow right?

Does the function/work we have designed create the shift in will being, function?