

# CAD weekend: Deepening our offerings

**Day One**

July 19-20, 2025

# Our journey this year

Personal corporate direction

Body of work and development plan

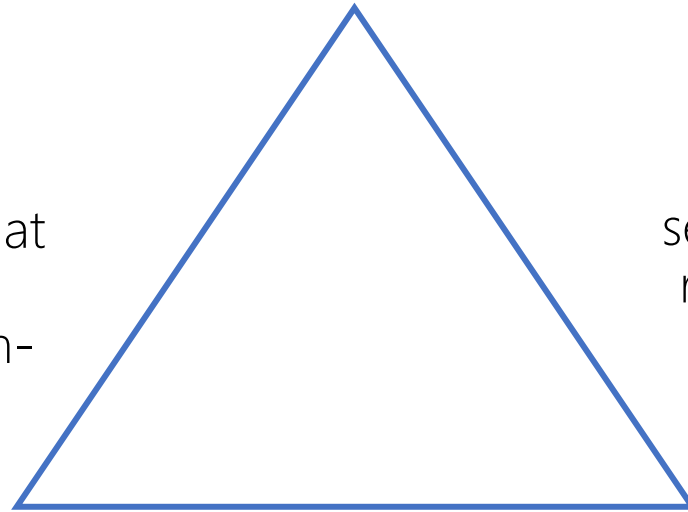
Long thought process, development plan, PBA

Offering and being development

Deepening our offerings

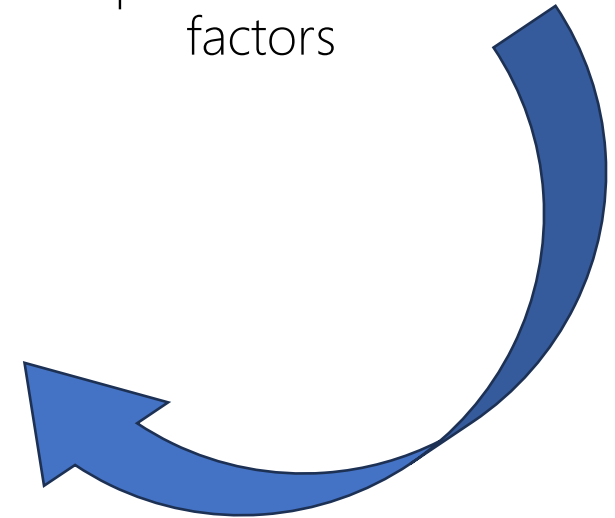
# Three self-managing capacities

**Personal Agency:**  
being proactive with respect to what matters most to beneficiaries;  
pursuing “nodal action” for system-actualization



**Internal Locus of Control:**  
self accountability for actions, reactions, outcomes, as well as capabilities for these factors

**External Considering:**  
caring about evolving capacity of beneficiaries to achieve their aspirations and goals



# Aim for this weekend

## Premises:

- What makes or breaks our offerings—and our work within this School in general—is our ability to activate and regenerate external considering
- To externally consider an entity includes understanding it as a nested phenomenon that is unfolding and evolving in time
- Strangely (or not), it's one of the most difficult things to re-member

## Aim:

Deepen our capacity to work from high-quality External Considering to design offerings that are more relevant, precise, developmental, and game-changing

# Waking up

Think about a provider or business that really “gets you”—that consistently delights you with their offering:

- What are the core characteristics of their offering (product or service) that make it so?
- What does it enable for you that would be hard to achieve otherwise?
- What does it evoke in you that you value deeply?
- How does it enable you to grow and evolve?
- What was behind this provider’s process that enabled them to develop such an offering?

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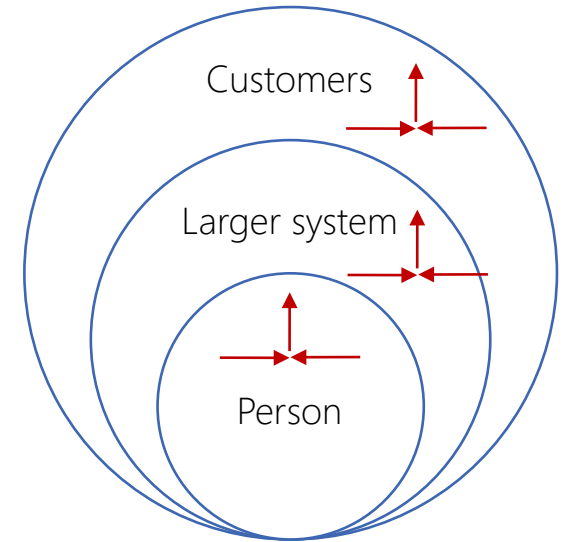
- Now contrast this with a product / service / offering that is merely OK
- What’s the difference in terms of how they understand you, what you’re trying to accomplish, who you’re striving to become?

# Group reflection

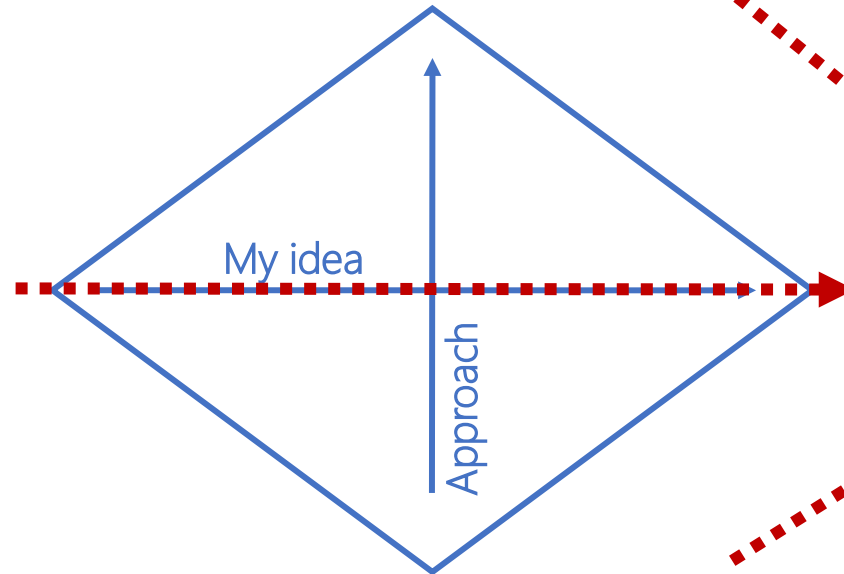
- What does being on the receiving end of somebody else's External Considering teach us about its importance and about building this capability in ourselves?

# Offering as design activity

**Spiritualizing Existence**  
Organizing concept from higher order premise and paradigm that awakens Will to join



**Credibility**  
A personal transformation story that evokes meaning for the specific Buyer Node



**Specific Buyer Node**  
seeking a compelling shift in their life (will pay to engage)

**Product System** for W/B/F evolution,  
differentiated for the specific Buyer Node

# Assess the offering

- Use the “Offering as Design Activity” tetrad to assess the provider / business offering from the wake-up exercise
- What new aspects (beyond external considering) does this reveal that make a real difference for how you experience their offering?

# Group reflection

- What are you discovering about what's really essential for a good / meaningful / significant offering?
- What does this suggest for how *your* idea / offering needs to evolve?

## Exercise: Evolving your offering

- 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 questions in the Handout
- Resources—help your Seeker maintain an *imaging mind* and restrain generic / abstract / solipsistic thinking; be rigorous!

# Group reflection

- What effect did this exercise have on you?
- What changes when we shift our focus from “*my work*” and “*my offering*” to activating high-quality external considering and deep caring for a specific buyer / living being we intend to serve?

# Closing dialogue

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- What's hard about this process?
- What happens when my very best efforts are not received with the kind of enthusiasm I had hoped for?
- How do I keep going? How do I regenerate myself so that I can regenerate my offering?
- What happens to me when my offering evolves beyond what I want to do and toward what's actually needed? What evolves in the quality of my energies?

# CAD weekend: Deepening our offerings

## Day Two

July 19-20, 2025

# Aim for this weekend

## Premises:

- What makes or breaks our offerings—and our work within this School in general—is our ability to activate and regenerate external considering
- To externally consider an entity includes understanding it as a nested phenomenon that is **unfolding and evolving in time**
- Strangely (or not), it's one of the most difficult things to re-member

## Aim:

Deepen our capacity to work from high-quality External Considering to design offerings that are more relevant, precise, developmental, and game-changing

# Waking up

Think of a recent time when you were able to get someone very excited about the potential in their situation but then soon after they had dropped back into business as usual:

- What is the difference between raising energy and excitement about something and building an enduring Will for change?
- What's the difference in the approach and intention required?

# Group reflection

So, what is the difference?

# Offering design as activity (cont.)

Unique and proven system and process  
which they see fits them—vs. they don't  
see how it'll get them to their goal

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System actualization

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Inner development

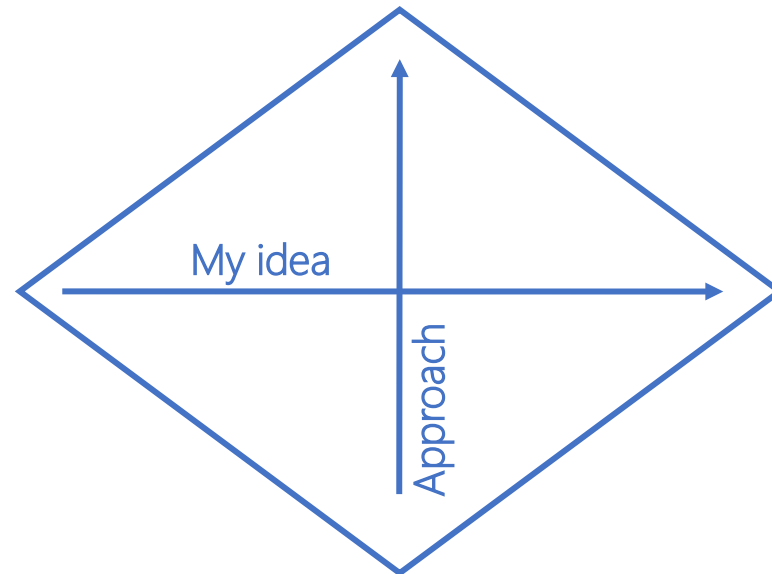
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Functionally dynamic

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Functionally static

Essence to essence  
Focus!  
Nodal audience



Buyer's transformation **Being-story**  
beginning now—vs. they can't see  
themselves in a new state that is  
compelling;  
Benefits in their world  
(in their words)

Why am I the one  
to get them there, based  
on credible experience

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Regenerate life

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Evolve systems

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Maintain effectiveness

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Operate efficiently

# Assess the offering

- Use this “Offering Design” tetrad to assess the provider / business offering from the Day 1 wake-up
- What additional aspects (beyond what you’ve already discovered) does this reveal that make a real difference for how you experience their offering?

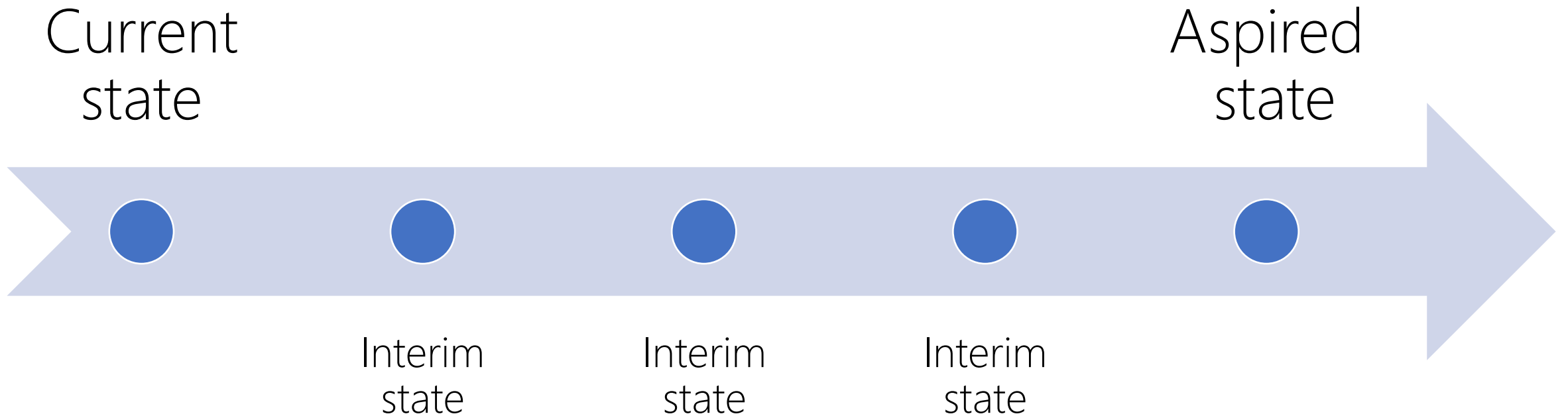
# Group reflection

- What does this add to your understanding about what's really essential for a good offering? What this means in the context of the School?
- What does this suggest for how *your* idea / offering needs to evolve?
- What was it like to work the same experience of the business offering that you like with two different tetrads?
- So, what effect does this have on how you relate to or use tetrads?

# Evolving your offering: from event to process

- 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 questions in the Handout
- Resources—help your Seeker maintain an *imaging mind* and restrain generic / abstract / solipsistic thinking; be rigorous!

# Evolving your offering: from event to process

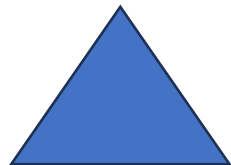
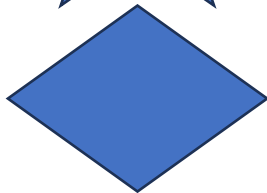
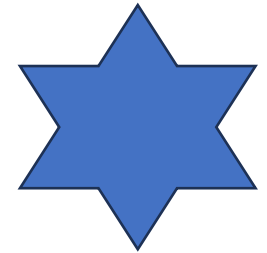


# Group reflection

- What was the “magic” that made it possible for you to see the change process / arc in terms of a progression of states?
- What happened in you when you could see it?

# Seeing a change process / arc in terms of a progression of states

## Organizing frameworks



## Ordering frameworks

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System actualization

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Inner development

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Functionally dynamic

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Functionally static

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Regenerate life

---

Evolve systems

---

Maintain effectiveness

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Operate efficiently

# Closing dialogue

What do you need to remember to become the embodiment of this School and its evolution?