



The underlying principles of

our  
**catalytic**  
practice



An abstract graphic on a dark background. On the left, there is a bright, glowing blue circular pattern of overlapping lines, resembling a complex waveform or a stylized 'e'. From this pattern, a single, smooth yellow line extends horizontally across the page towards the right. The background is a dark, textured grey.

## The underlying principles of our catalytic practice

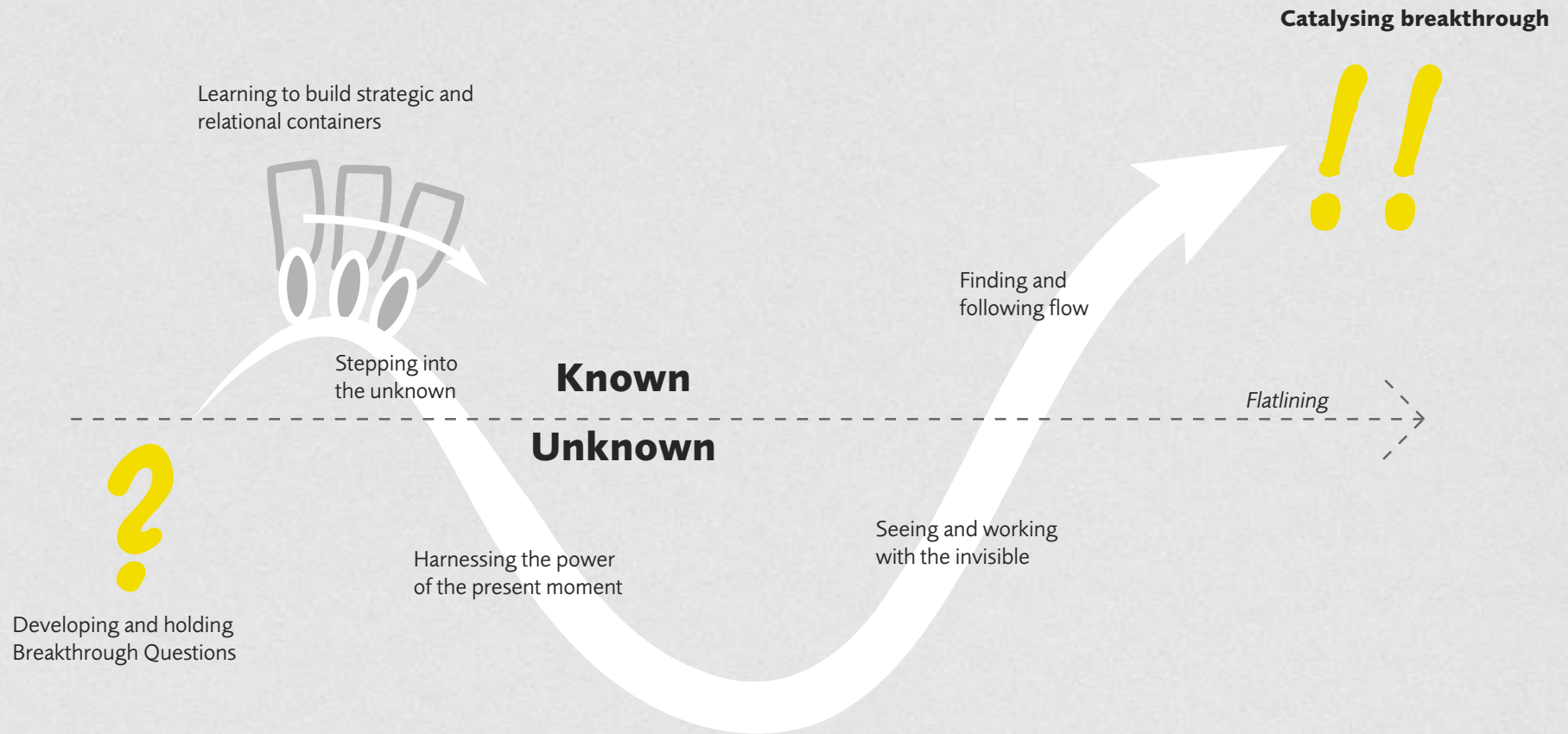
Releasing the creative, and in turn the innovative, potential of organisations is about tuning the frequency at which we think, learn and relate. It is not about changing a culture per se, rather it is about tuning a culture. When you find the right cultural frequency, or resonance, innovation begins to manifest at every turn and in delightful and surprising ways.

This act of tuning, or re-patterning, the frequency of a team, function or organisation is a high art. Some of the underlying principles that we have discovered and codified along the way include:

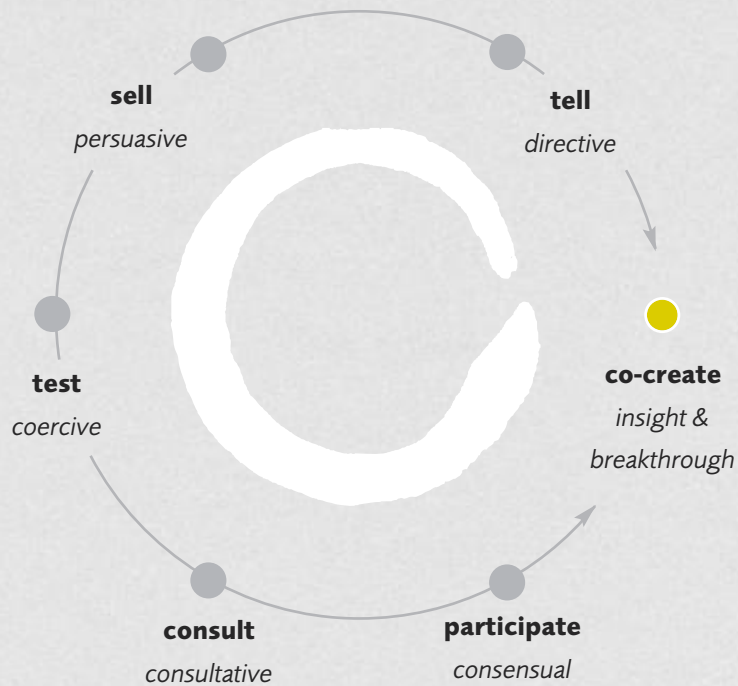
- learning to ride the Creative-Rollercoaster
- working with the liberating-disciplines of Co-Creation
- using the power of De-sign to help catalyse, capture and animate creative insight
- honouring the Hidden Orders of Change
- tapping into Collective Intelligence



# Riding the Creative-Rollercoaster



# The liberating-disciplines of Co-Creation

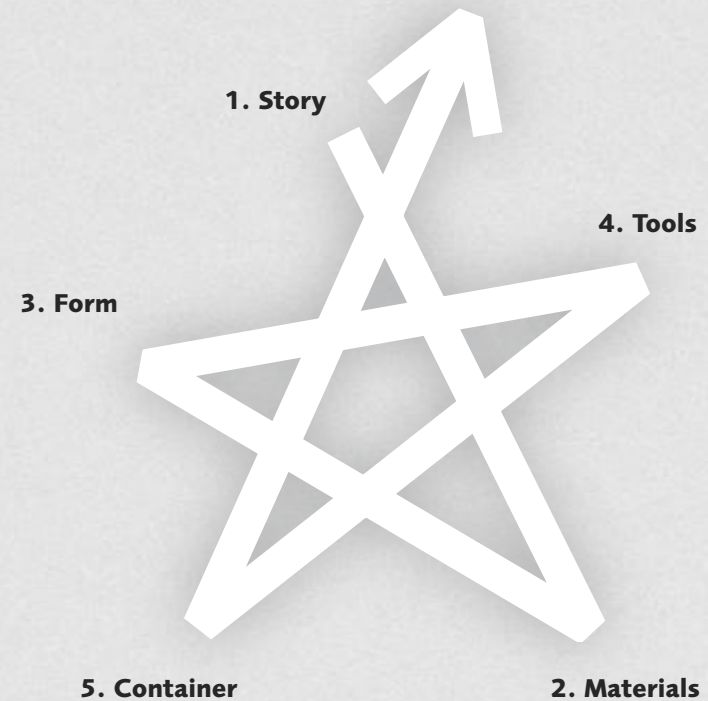


Co-creation exists in the space between participative and directive ways of leading and working. It is through this interplay and because of this interplay that breakthrough happens.

Liberating-Disciplines are dynamic Frameworks and Micro-Skills that define specific boundaries to ensure

congruence and attunement; yet simultaneously leave just enough space for insight, creativity and innovation to emerge. Without discipline there is no liberation! Moreover, with practice, mastering the creative tension between the two enables potential and momentum to expand exponentially.

# De-sign



We de-sign\* creative meetings, strategic deep-dives, innovation projects, large group interventions and transformation journeys in ways that enable and teach our partners and clients to ride the highs and lows of the creative process.

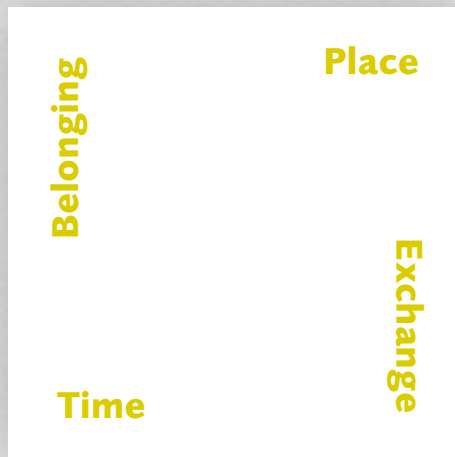
Knowing how to de-sign human experiences enables leaders and

change agents to take one-dimensional, agendarised meetings to a whole new level of productivity and creativity.

We also de-sign signs, symbols and artefacts to support our creative processes, animate creative insight and embed cultural transformations.

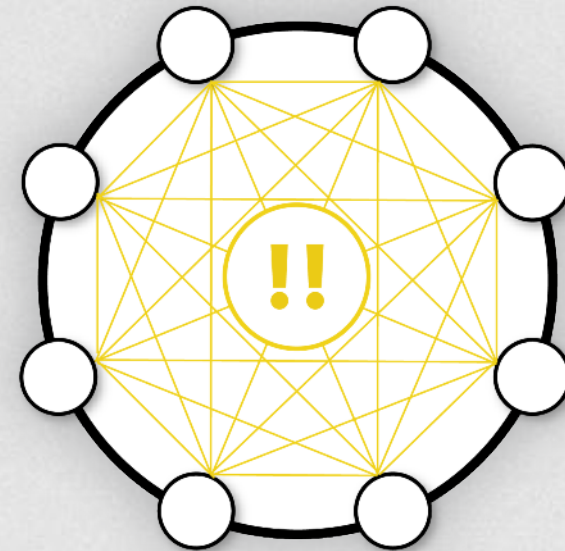
\* We use the word *de-sign* to refer to the act of making-meaning.

## The Hidden Orders of Change



Within and between any human-system there are hidden and invisible forces at play that we can work with to effect change. These forces have been codified into four lawful orders. We can work with these orders both rationally and energetically to untangle blocks, create flow and reveal new insight.

## Collective Intelligence



Creativity emerges at creative and novel intersections and in the empty space between. Like words on a page, meaning is created through each word and between each word. By designing processes that hold and work with complex webs of thought and

relationship, we can tune these knots, nets and threads to breaking point, allowing the new to emerge (or pop) in ways that are charged with the collective intelligence of the group, and beyond the group.

**Also see**

- A different approach
- Macro-Frameworks, Micro-Skills and Subtle-Skills
- Leading change, innovation and transformation
- A next generation consultancy

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