Define the Players
Create Meaning
Coordinate Action
Integrate & Sustain
Q1
Q2
Q3
Q4
Q5
JUL AUG SEP
OCT NOV DEC
JAN FEB MAR
APR MAY JUN
JUL AUG SEP
Strategic Plan
People/Process/Technology/Structure
Culture Change
INQUIRE
Engage key Stakeholders in Appreciative Inquiry:
• What are our strengths and assets?
• What do we value most about our culture?
• What opportunities lie ahead?
• What can we do to provide greater value to our shareholders?
ANALYZE
Identify signifiers for constructing common meaning and coordinating action via Semiotics & CMM:
• How can we work together to create meaning & coordinate action?
• What are the main signifiers (causes & effects)?
• What are the key hypotheses/ strategies?
CONSTRUCT
Develop & validate grounded theory for explaining the current situation and creating a desired future:
• How and why should we coordinate our efforts?
• What actions do we need to take?
• How can we validate our grounded theory of action?
ENACT
Mobilize and align resources to support, strengthen, enlarge, & leverage the network to enact the grounded theory of action:
• What new allies can we engage and enroll in the network?
• What new structures, work processes, technologies, resources, & support are needed?
EMBED
Embed & institutionalize change via the network:
• How can we diffuse and embed the grounded theory of action and outcomes?
• How and when will we evaluate, communicate, and reinforce progress?
• What is needed to sustain the innovation and organization?
Appreciative Inquiry
Semiotics/CMM
Scientific Method
Actor Network