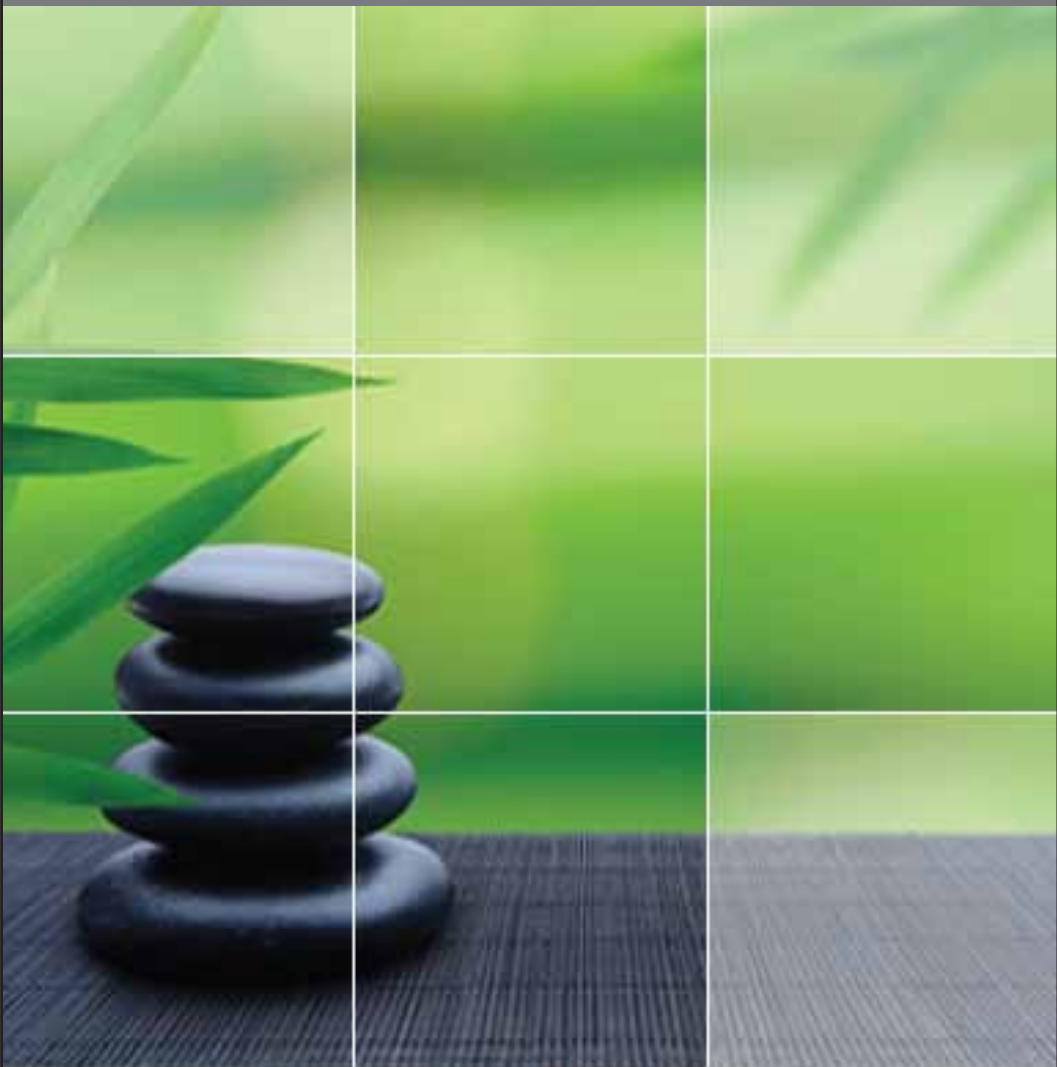


Effortless Consulting

Solutions for a complex, multi-stakeholder world



Level 1 – The Leader
An Innate Strategies
2-day workshop



INNATE STRATEGIES

...deep, lasting impact

The Fundamentals

Your consulting solutions won't work simply because they're "right". They will work when they bring your clients into a more fundamental relationship with reality – with the cause and effect that exists between their intention, their actions, and their ecosystem of stakeholders.



Effortless Consulting

Solutions for a complex, multi-stakeholder world

Some things seem impossible. As a consultant, it especially seems impossible to get a variety of stakeholders – in corporations, in communities, in non-profits, and in whole societies – all with different perspectives, different goals, different constituencies, different measures of success – to come to shared understanding and agreement about how to work together to achieve something completely new – something completely necessary – something that solves for both the individual and the whole. For us, too, it seemed impossible. And it was... until it wasn't.

We live in an increasingly complex world – facing increasingly “impossible” challenges – challenges we simply must solve. In this complex world, your consulting solutions won't work simply because they're “right” – they will work when they bring your clients into a more fundamental relationship with reality – with the cause and effect relationship that exists between their goals, their actions, and their ecosystem of stakeholders. This workshop, focusing on the leader, is the first in a series of four (The Leader, The Team, The Organization & The Ecosystem) where you will learn the principles, practices and processes for solving our toughest problems in this increasingly complex, multi-stakeholder world.

The fundamental solution is rooted in our relationship with reality.

Strategies, leaders & organizations breakdown when they fail to act in alignment with the reality within which they find themselves. Successful results are always built on the foundation of a rigorous relationship with reality – and, from there, on the shared understanding and agreement that emerges, adapts and scales based on that rigorous relationship with one's reality.

Our strategic, leadership, and organizational problems become solvable when we are able to:

- Agree about the state of reality
- Agree about what's causing that reality
- Agree about where to intervene in that causality to change reality, and
- Make the structural and behavioral changes needed to intervene in reality.

The Fundamental Solution

There is a finite set of capacities that, when mastered, enables you to bring a leader, a team, or an organization into actionable, impactful and meaningful relationship with reality.

Clarity

As a consultant, helping your client gain clarity is the single greatest value-add you can bring. You will learn to enable your client to use clarity as a lightning rod for aligned action, catalyzing the latent potential of individuals and teams throughout their organization and inspiring the trust and confidence of key stakeholders. When your client is clear, they know what to look for - and what to watch out for. They have a reference point around which to organize their thinking - both to spark and to manage their creativity.

Reality

Capturing the reality of your client's ecosystem simply and clearly – so clearly that you can literally draw it – represents the first step in changing their reality. It's one thing to see and understand isolated events in the world – the pieces. It's another to recognize the patterns, to see more deeply the structure, the relationships and, finally, the whole. You will learn how to see the whole of your client's situation. And when you act with knowledge of the whole, you – and your client – can create deep, lasting impact.

Causality

Results don't emerge spontaneously - they are caused. Whether it's Apple, HP and Dell or Lehman, AIG, and Merrill, they caused their results. You will learn to interpret the structure – the causal structure – that explains how reality works – your client's reality, an industry's reality, a community's or a society's reality – enabling your clients to cause the results they seek.

Leverage

Once you understand reality, causality and the whole, you and your client will literally see the opportunities for shifting reality in the right direction. As you learn to look at the whole with a practiced eye, you gain, in a matter of weeks, understandings and insights that take most professionals years. Mastering these ways of seeing and sensing the leverage points in reality reveals to you and your client the ideal strategic path.

Commitment & Action

Commitment is emergent – not simply an act of will. You will learn how commitment builds – from clarity of purpose, through deep engagement with reality and understanding causality to seeing leverage. When these initial conditions are present, whole organizations commit – commit because, from here, we can see that we can keep our promises – and because of our promises, we will act.

The Commitment

We are committed to your success - providing you with the tools and the ability to:

- Discover your client's clear, compelling, measurable goal – the foundation for their clarity and the focal point for structuring and changing reality
- Rigorously map your client's reality and its causal structure – bringing a “mathematical” rigor to bear to clarify, expand, inform and validate their perspective
- Systemically assess their ecosystem, identifying the leverage points that will shift reality in the right direction at the magnitude needed to ensure success
- Tell the compelling story about this more fundamental engagement with reality in a clear, concise and comprehensive way – one that creates the initial conditions and builds the critical mass for commitment and action.

The Participants

This training is specifically designed for internal and external consultants engaged in complex, multi-stakeholder environments in business, government, foundations and NGO's.

- **In business** – consultants in any endeavor requiring rigorous planning and coordination between diverse individuals, functional areas, suppliers and/or distributors.
- **In government** – local, regional, state and federal consultants grappling with issues that impact diverse, often conflicted, stakeholder groups over time.
- **In society** – foundation and NGO consultants in social justice, the environment, education, local community organizing – efforts where issues of relationship building, collaboration, complexity and scale are at play.

The Design

2-day Workshop

Day 1: Grasping the Impossible (9:00 - 5:00p.m)

- Impossibility – a convergence of forces
- The Fundamental Breakdown – our relationship with reality
- The Fundamental Opportunity – intervening at the individual level
- Seeing & Mapping Reality – establishing a fact-based relationship
 - Mapping as a group
 - A Mapping framework
 - Mapping as individuals
- Reality based interviewing
 - Experiencing the Interview
 - Embodying the Interviewing relationship
 - Mapping the Interview

Day 2: Making effortless decisions (9:00am - 5:00pm)

- Assessing Your Client's Reality – seeing the optimal path
 - Behavior over Time
 - Trends over Time
- Levers for change
 - Acting on Reality – a causal approach
 - High Leverage Metrics
 - Sequencing & Pacing
 - Clear, compelling communication
- "Impossible" Consulting – approaching complex, multi-stakeholder engagements
 - Conversations
 - Contracting
- On your own – independent learning pathways

The Methodology

Innate Strategies workshops are both interactive and immersive, relying on brief lectures to launch activities. You will be learning through individual and group demonstrations, your own client case study and specific skill building exercises – on your own, in pairs and as a group. You will leave with a specific set of understandings, insights and recommendations that will be immediately applicable in your real world setting.

Innate Strategies' proven consulting methodology clarifies and integrates the latest from systems thinking regarding causality & structural change, individual & group psychology regarding behavioral change; leadership development regarding commitment, accountability and performance; and cognitive psychology and neuroscience regarding decision-making, reasoning and intuition.

The Details

Date

July 15 - 16 , 2010

Workshop size

The workshop is limited to 24 participants.

Location

The workshop will be offered in the San Francisco Bay area.

Fees

Business sector consultants: \$1195

Social sector consultants: \$995

Full - time students: \$695

Materials and participant workbook are provided.

Registration

Please visit our website: www.innatestrategies.com/training to register for the workshop or contact Magalie at 1. 415. 517. 8814 or email us at training@innatestrategies.com.

The Workshop Leader



Scott Spann, Founder & Strategist at Innate Strategies works both on business issues, with such clients as Apple, HP, TXU, and GE, and on social issues in Guatemala, with the Health & Environmental Funder's Network and RE-AMP on climate change, as well as with local communities. His experience ranges from consulting with Arthur Andersen & Co. to launching the Texas office of The Nature Conservancy; Vice President for ARC, International, a global consulting firm specializing in leadership development and cultural change, to working for Stone Yamashita Partners, a global branding and strategy firm. His career also includes his practice as a trauma & development psychotherapist and ongoing studies in group psychotherapy.

Additional information

We'd love to hear from you. Give us a call, email us at training@innatestrategies.com, or visit us at www.innatestrategies.com for more information about us or about our training programs.

We've designed our workshops based on principles we have learned from our practical on-the-ground experience as organizational leaders, and as consultants working with leaders of organizations ranging from corporations to non-profits, communities and even whole societies. Please join us to share in what we've learned.

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