CoCreativeConsulting™

## Not Collaboration as Usual: Some Different Assumptions about Effective Systems Change

| "Collaboration as Usual" | Collaborative Innovation | |
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| Begin with what everyone can agree to. | Start with a powerful goal… | …because it will transcend stakeholders' individual interests and prompt us to think and act at pace and scale. |
| Employ an "Open Door" Policy. | Be highly selective in choosing participants… | …because being selective helps us be more inclusive, and we want to select for people who are ready to move the work forward and build momentum that attracts others. |
| Get the "decision-makers" in the room. | Get the whole change system in the room… | …because leveraging the diverse experiences and expertise of diverse groups supports genuine engagement, better and faster analysis, better ideas, faster solution development, and shared commitment to the plans we create together. |
| Work, and then present the work to stakeholders. | Work in real time (with everyone in the room)… | …because it's more fun, it builds real ownership, it deepens shared understanding and trust, we learn better and faster, and we get better results. |
| Keep pushing for alignment and pushing back resistance. | Leverage the underlying political and cultural tensions… | …because naming those openly and demonstrating how they are positive assets helps reveal the wisdom in everyone's experience and perspective. |
| Focus on programs that the decision-makers believe will be most effective. | Build empathy and insights about what people are really experiencing… | …especially those closest to the pain so we really know if our "systems change" effort has made a real difference in people's lives. |
| Just give people the info they need to fulfill their role. | Build a collective view of the whole target system… | …so all work together from the same information and insights and get better, more well-rounded analysis. |
| Conduct research and data analysis and present it. | Make sense of the system together… | …so we own the collective analysis and agree on the most critical shifts that need to happen. |
| Only make the solution after you've made the decisions. | Prototype early and often… | …so we learn faster, and fail in low-cost and low-risk ways before we try to take solutions "public" (where the cost of failure is much higher). |