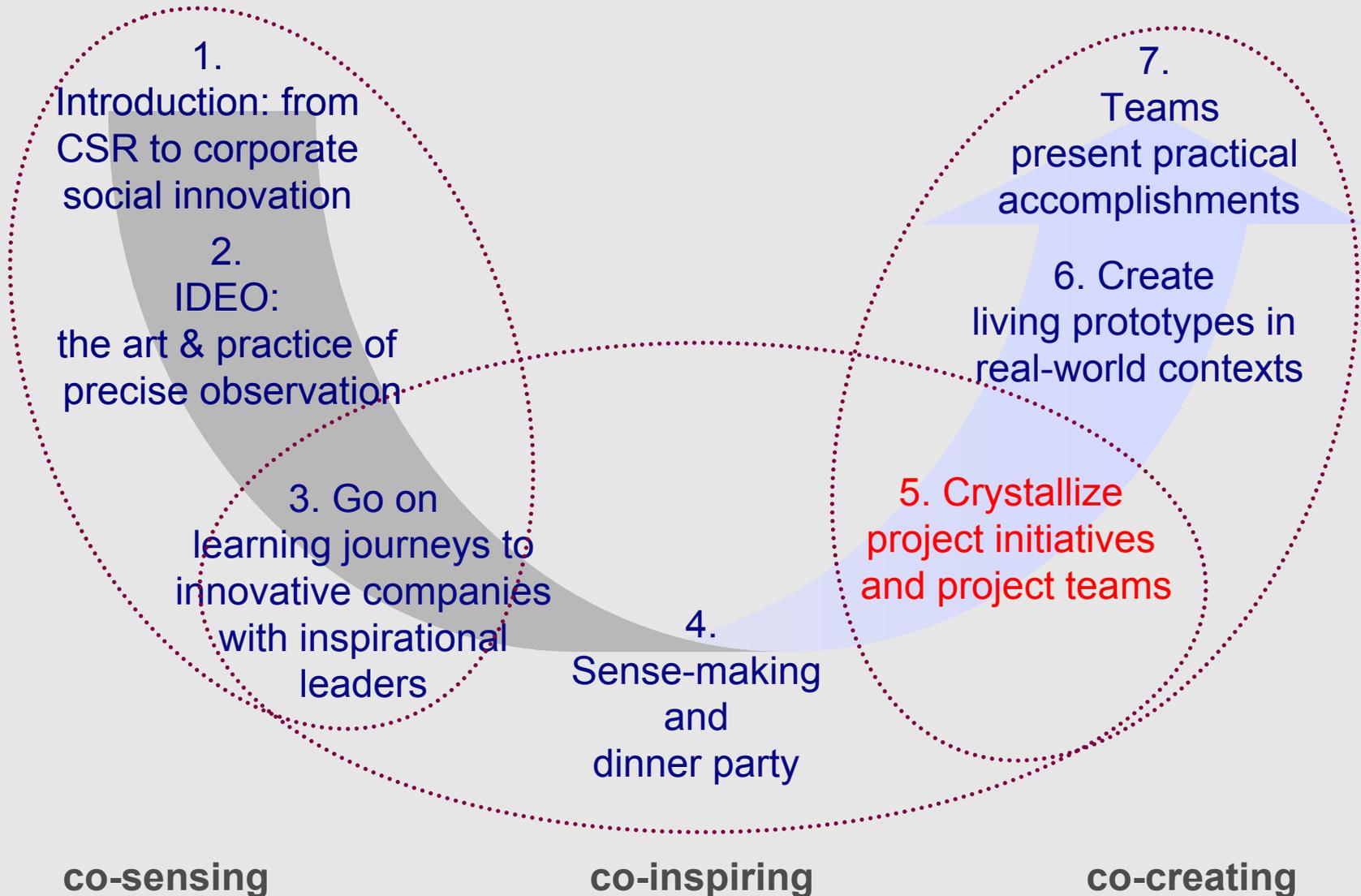


Crystallizing Vision and Intention

**Teaching Materials:
Leadership Lab for
Corporate Social Innovation**

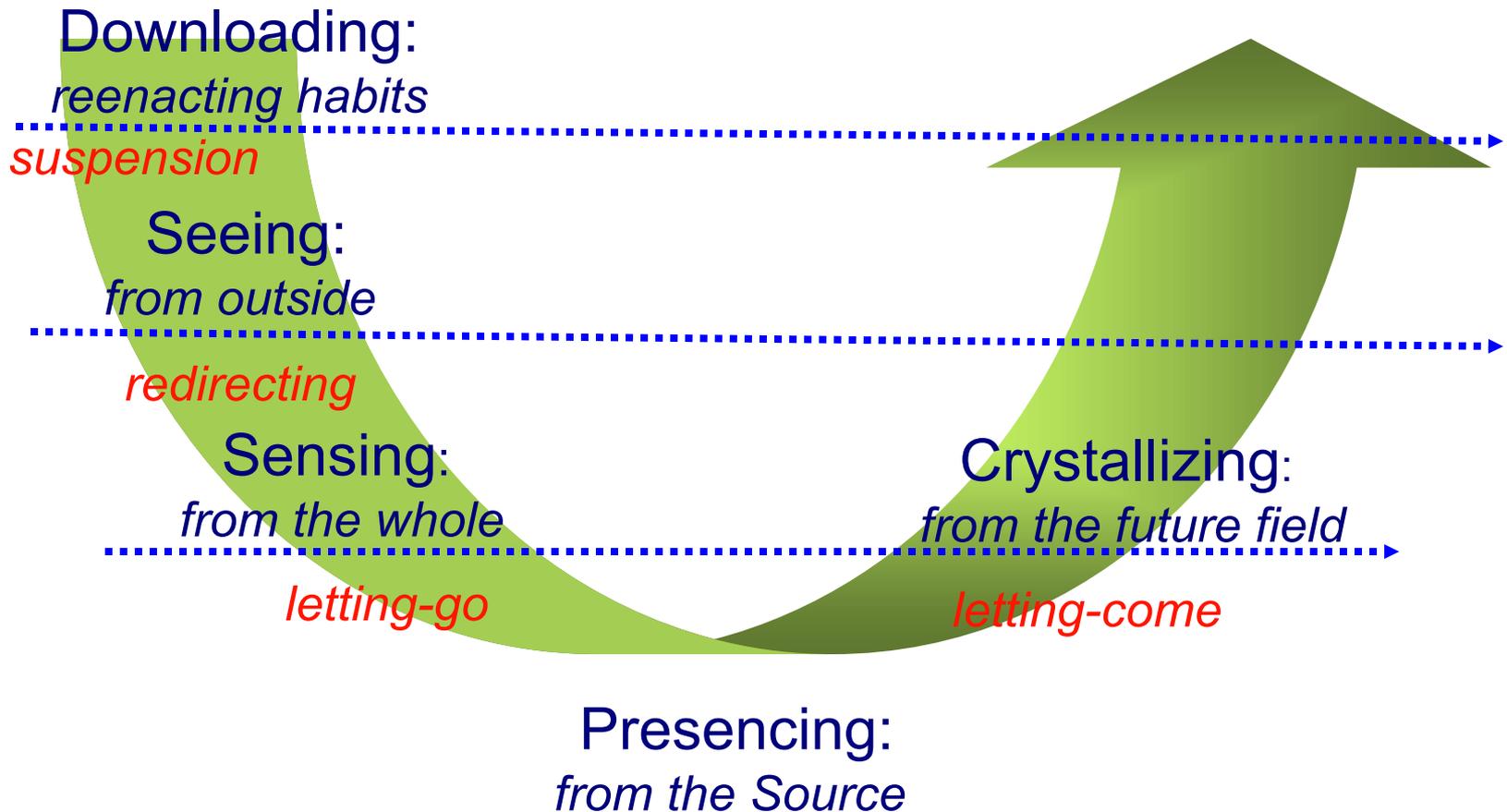
Leadership Lab for Corporate Social Innovation: One Process, Three Stages, Seven Elements



Agenda

1. The Power of Intention
2. J. Hockenstein: The Story of Founding DDD
3. Brainstorming Project Ideas
4. Forming Project Groups

Crystallizing Vision and Intention



Who is my Self? What is my Work?

Principles of Crystallizing Vision and Intention

- Intention is not the most powerful force, it is the only force.” (W. Brian Arthur)
- “If you focus on developing your intention long enough, then it goes out and happens.” (S. Rao)
- Crystallizing: There is nothing more powerful in the creative process than knowing WHAT you want to create. (P. Senge)
- Let go of the small and surrender to the Grand Will (M. Buber)
- “The most important hour of the interview is the hour before.” (Jaworski)
- Uncovering common will is the invisible dimension of great leadership.

The Power of Intention

“There’s this saying attributed to Margaret Mead that is my favorite saying. She said, ‘never doubt that a small group of committed citizens can change the world. Indeed it is the only thing that ever has.’ It’s a wonderful thing. I totally believe it.

“You could push almost everything around with just five guys. One is hard, but you put that one person with four or five more, you have a force to contend with. That’s a force that could overturn a country. Really and it does frequently. You have all of a sudden enough mo to make almost anything imminent. And I think that’s what entrepreneurship is all about – creating that kind of vision and force.“

--High Tech Entrepreneur, 2001

The Power of Action

**“Whatever you can do, or dream you can, begin it.
Boldness has genius and power and magic in it.”**

--J. W. von Goethe

For more information on this lecture:

Scharmer, C. O. (Forthcoming).

The Blind Spot of Leadership: Presencing as a Social Technology of Freedom (working title).

Senge, P., C. O. Scharmer, J. Jaworski, and B. S. Flowers. (Forthcoming).

Presence: Human Purpose and the Field of the Future (working title).

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