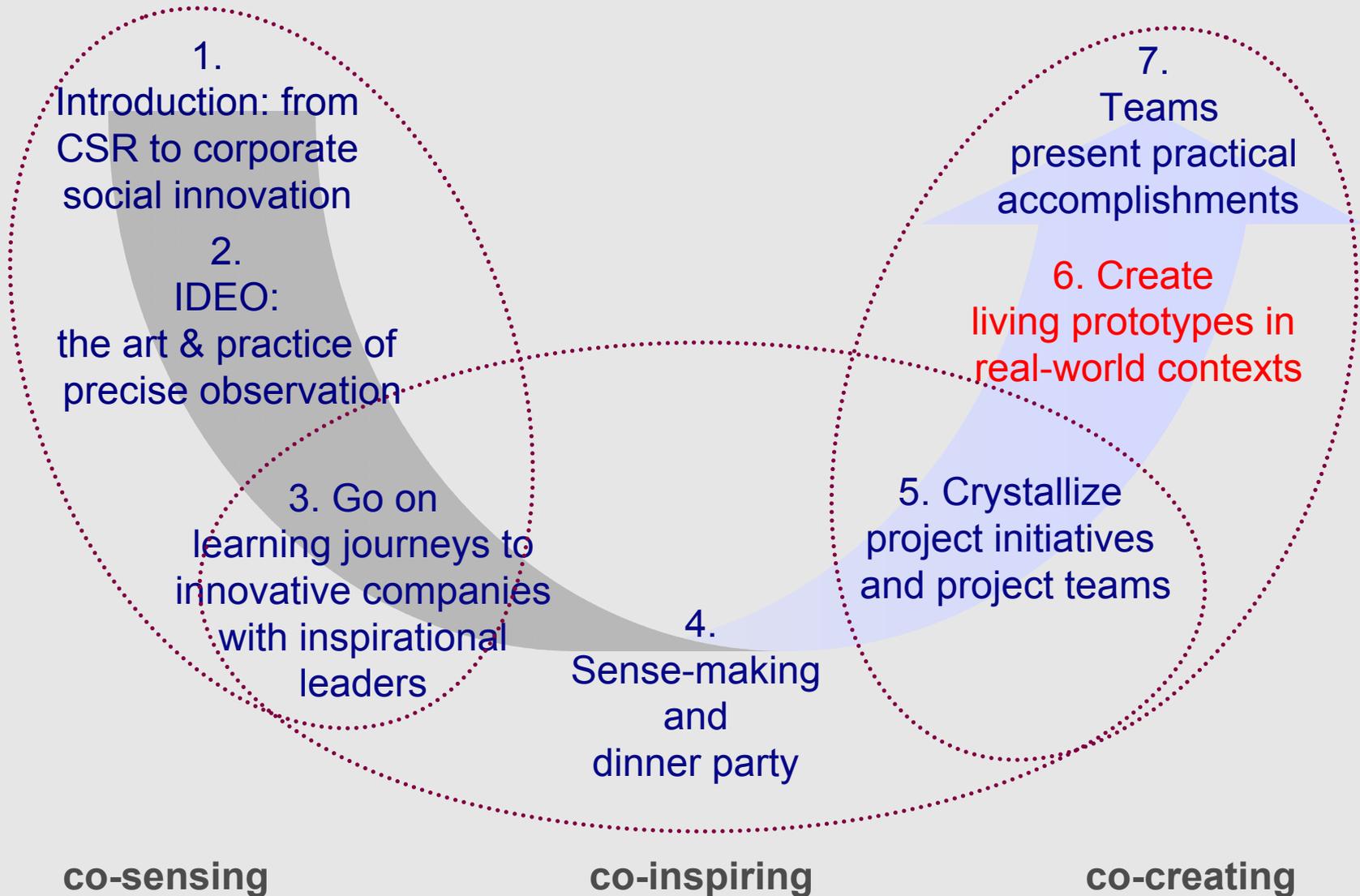


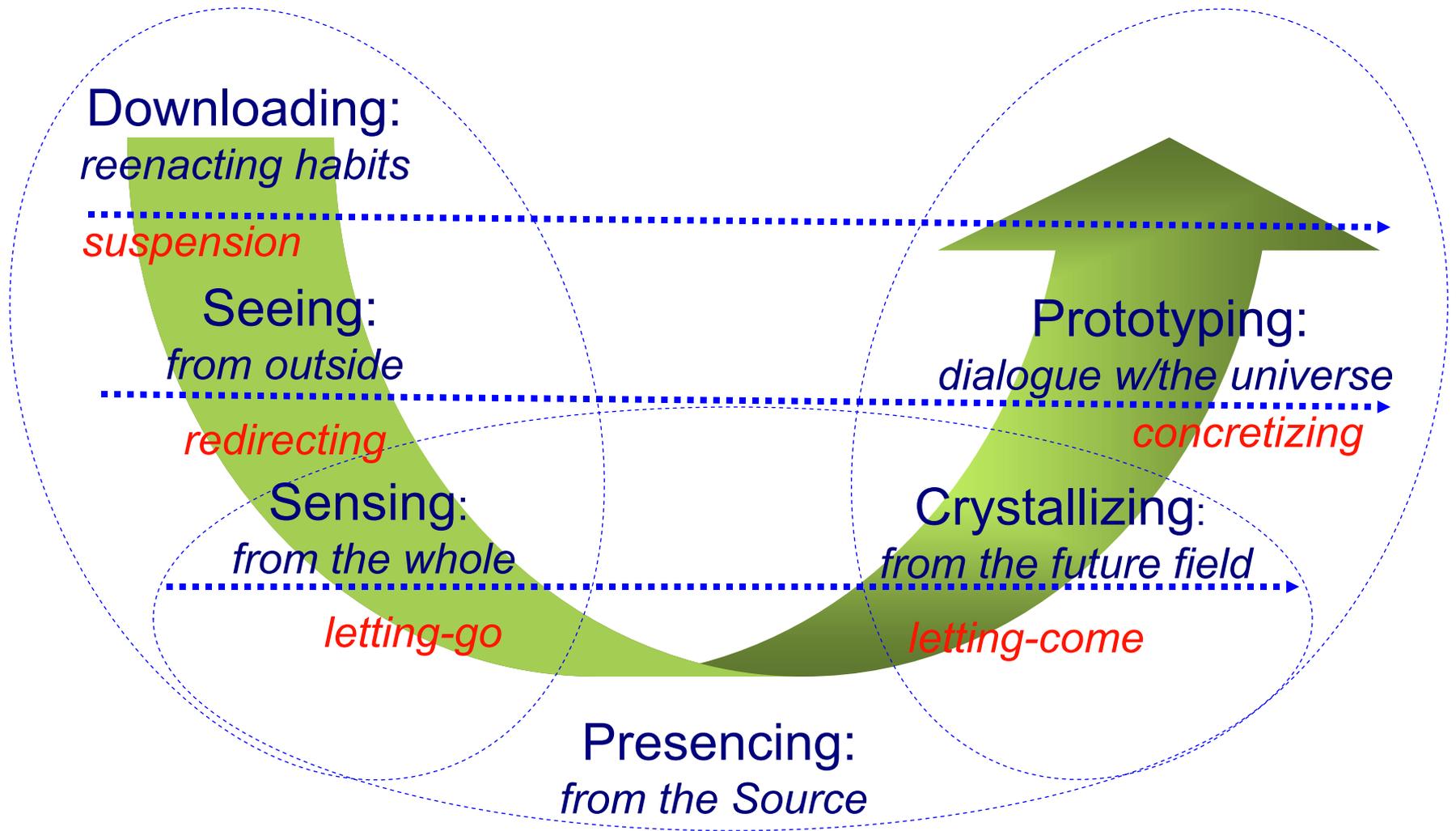
# **Prototyping Living Examples**

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

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



# Prototyping Living Microcosms



# Prototype Living Microcosms

**Prototype:** to present an emerging concept at an early stage in order to generate feedback from all key stakeholders. That feedback is used for iterating it in a fast learning cycle for iterating it in a fast learning cycle.

**Living Microcosm:** a concrete context that embodies the diversity of the whole (all key stakeholders) and that serves as an experimental “landing strip” for emerging prototypes of profound innovation.

## Principles:

- Three IDEO principles of prototyping:
  - o Right: focused on the issue
  - o Rapid: explore simply, quickly, and then iterate (fail early, learn quickly)
  - o Rough: model at the lowest appropriate resolution
- Cisco 0.8 principle: create the first prototype within 3 months
- Dialogue with the universe: in order to prototype the new you have to engage “in a constant dialogue with the universe by listening to the environment that offers you feedback on your project” (Alan Webber, Co-founder, Fast Company)
- Follow a mini-U process every day: create→present in local contexts→gather feedback from user observation→iterate quickly

Source: Kelley, Tom (2001) *The Art of Innovation*.  
Lessons in Creativity from IDEO, America's Leading Design Firm.  
Currency Book. Doubleday. New York  
[www.theartofinnovation.com](http://www.theartofinnovation.com)  
[www.dialogonleadership.org](http://www.dialogonleadership.org)

## For more information on this lecture:

- Kelley, Tom. 2001. *The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm*. New York: Doubleday. [www.theartofinnovation.com](http://www.theartofinnovation.com)
- Kao, John. 2001. "Conversation with John Kao: The Seventh Career: Building an Innovation Keiretsu." Interview by C. O. Scharmer, The Idea Factory, San Francisco, April 12, 2000, [www.dialogonleadership.org](http://www.dialogonleadership.org)
- 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).
- [www.theartofinnovation.com](http://www.theartofinnovation.com)
- [www.dialogonleadership.org](http://www.dialogonleadership.org)
- [www.ideo.com](http://www.ideo.com)