

Mapping the global integral collaborative support network

Webinar for the ifgic community
9 December, 2019



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We are each active in several organizations.

All those organizations share an integral perspective, and each fulfills a purpose of its own.

Together, we might conceive of all these organizations as a global integral collaborative support network. That is, if we know each other, we are better able to support each other.

Each of us has their own picture of what this network looks like, but the lack of a shared, more or less complete picture, that evolves with the dynamics of the global community may limit us from reaching our potential.

In this webinar, I will share a proposal to work on a shared map of the global integral collaborative support network.

Part of this proposal is to share some ways in which we might work together to create and sustain this map and some first steps and results from my own efforts. I hope to generate feedback, input, and support for this proposal.

We are each active in several organizations.

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Communication
from an integral
perspective

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communication from a
Communication
perspective rooted in
Social Constructionism

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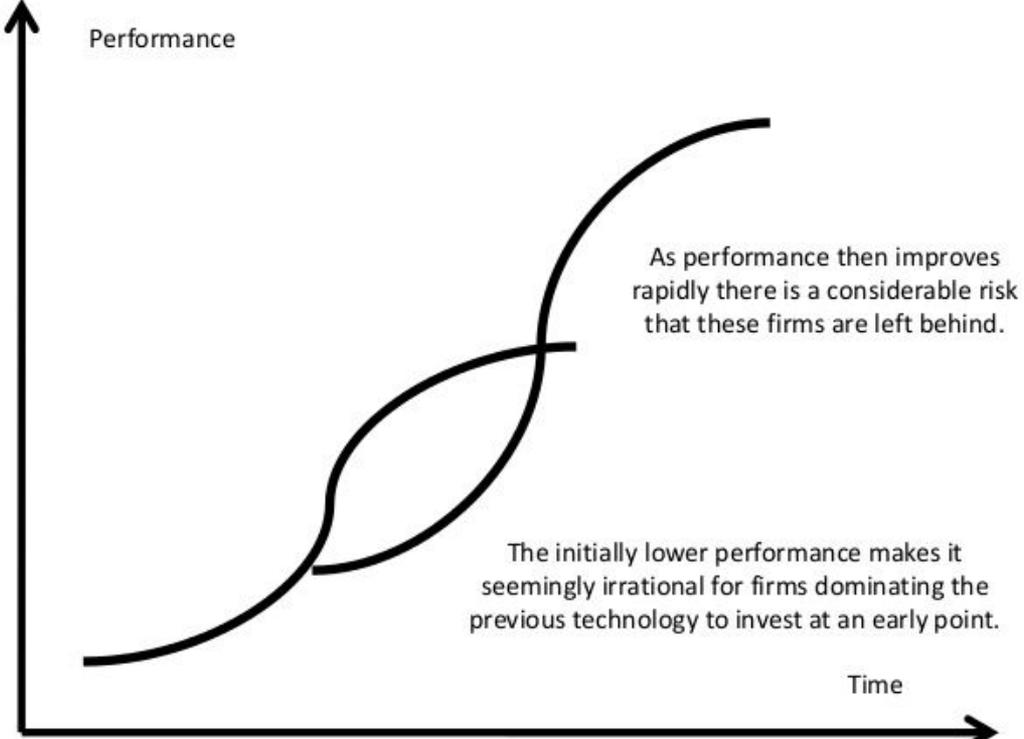
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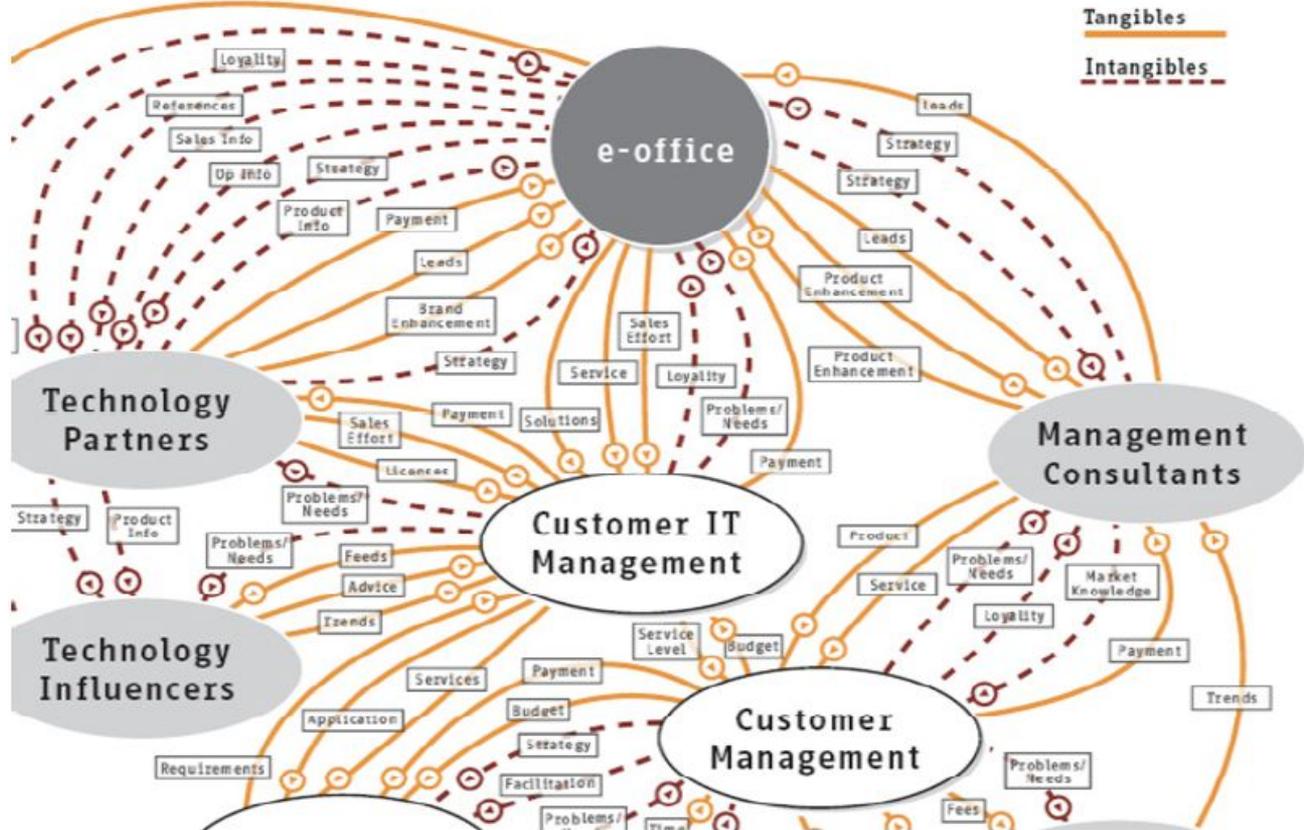
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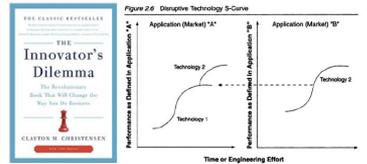


Allee, V. (2008). Value network analysis and value conversion of tangible and intangible assets. *Journal of Intellectual Capital*, 9(1), 5-24.

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Three complementary views on value networks

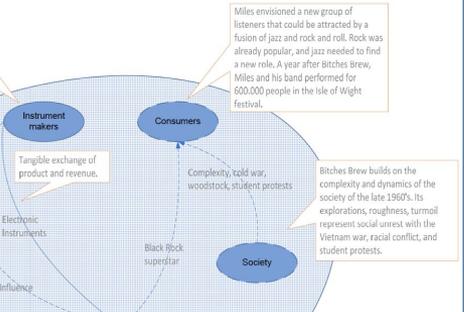
Value Networks as disruptive innovation
 Clayton Christensen defines a value network as the context within which a firm competes and solves customers' problems. Continuous innovation is meeting the current customer's demand more efficiently and effectively. The emerging value network for a new customer problem will cause the disruptive innovation of meeting the demand in a different way, with different players. It emerges as technology develops faster than market needs.



According to the Bitches Brew bandmembers, Miles had no definite ideas about what would happen. He let the tape run to document the innovation process itself. He would know when it happened when he heard it.



Due to the increasing popularity of rock and roll music, electronic instruments entered the market. Miles introduced his former and new bandmembers to these instruments, like the Fender Rhodes in 1969.

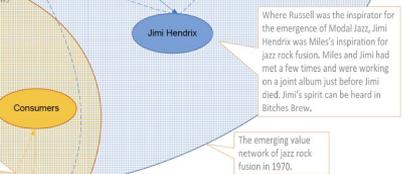


Miles envisioned a new group of listeners that could be attracted by a fusion of jazz and rock and roll. Rock was already popular, and jazz needed to find a new role. A year after Bitches Brew, Miles and his band performed for 600,000 people in the Isle of Wight festival.

Bitches Brew builds on the complexity and dynamics of the society of the late 1960s. Its explorations, roughness, turmoil represent social unrest with the Vietnam war, racial conflict, and student protests.

Known jazz critics, like Stanley Crouch, condemned the jazz rock fusion innovation and accused Miles for selling his sole to commerce. They thought the music was horrific.

An example of the value shop configuration can be found in the circular process of recording, editing, and its multiple progressions towards a finalized recording fit for production.



Miles, who already was a big name in bebop jazz, heard about Russell's Lydian Chromatic System. He noticed experiments in his networks, and knew the time was right for a recording. He called his new band, and booked the studio on Manhattan for the Kind of Blue sessions.

The production process of the physical LP's is best served by a value chain value constellation, where the edited material gets pressed onto Vinyl, transported to the salespoints, and bought by consumers.

Strategic Management Journal, Vol. 19, 411-437 (1998)

CONFIGURING VALUE FOR COMPETITIVE ADVANTAGE: ON CHAINS, SHOPS, AND NETWORKS
 CHARLES B. STABELL and ØYSTEIN D. FJELDSTAD
 Norwegian School of Management, Sandvika, Norway

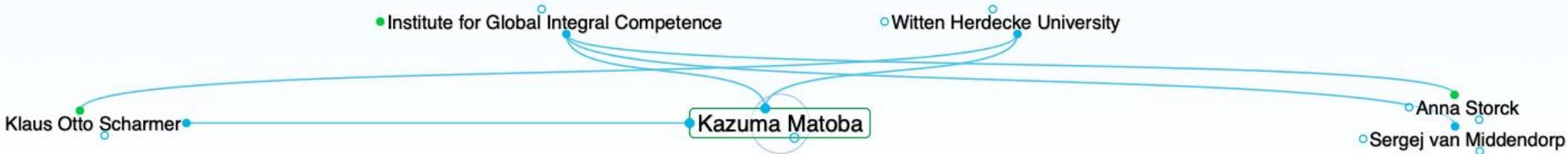
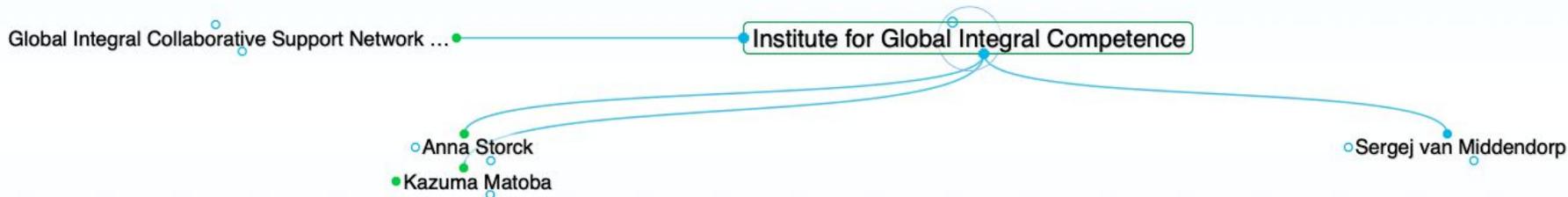
Value networks as one of three 'value configurations'
 Stabell and Fjeldstad see a value network as one of three possible value configurations: the value chain, the value shop, and the value network. Depending on the value delivery, an organization should apply the right configuration in the right part of the organization. Value chains are good for linear processes involving the production of physical goods, value shops fit well with service processes, and value networks fit well when a shared infrastructure is needed to serve a community of supply and demand.



In its time, Kind of Blue was the best selling jazz record ever. Bitches Brew took over quickly after its release. Only later did Kind of Blue retake that position, showing the classic value of Miles Davis's work.

Value networks analyzed
 Verna Allee developed a method to analyse value networks. "A value network can be defined as any purposeful group of people or organizations creating social and economic good through complex dynamic exchanges of tangible and intangible value. Tangible exchanges are formally structured or contractual interactions directly generating revenue or funding. Intangible exchanges consist of all the informal, often ad hoc – yet critical supporting exchanges of information, support, and benefits".





Dialogue about the approach, additional questions it evokes

- How can we take an integral perspective on our emergent value network?
- Need to be able to witness the network
- Need to co create the network together
- Need for minimal structures
- How to keep the network resonant with the 'field'
- What relationships do you see with GSW / CC / Inner Science?
- What kind of tangible and intangible connections should we be aware of/build/create/uncover in order to create this integral network?
- Are there hurdles that really exist that this project will take away? Or do these patterns become productive in a different way?
- How can we make GSW accessible on different levels, micro, meso, macro?
- Purpose - Methods - Applications - ways to structure the mapping. What works for the people who use the methods for a certain purpose?
- How can we apply this for learning? Network school. Choosing a network of learning.

Reflections on the approach?

- Wikipedia used to have a network of relations between articles visualized
- What is the added value of mapping the chaos as opposed to trusting the chaos
- Enhanced speed of innovation, how does this contribute
- Perspective taking, centers A/B
- 6 degrees of separation theory, 3,9 now.
- How to relate to holocracy/sociocracy?
- What internal attitudes do we need to create a map like this?
- We are assuming that we are a meta-network and that seeing that adds value. Does the hurdle exist?
- If the Brain would be there, and it would already be created. Some of it I know. And some of it I don't know. Artefact. What can I do with it. Finding new ways to interact with the people and organizations. Without a way to consciously use it, how to use it is more important than whether you use it?
- How to develop our competence to be aware that we are interconnected. Embedded in systems. How to be aware that I and you are in the same system. Awareness of systems and context thinking.
- What for? Idea can develop better when it is well connected.
- Trying to adapt language and ways of expressing her knowledge. Why do we need to map these things in order to explain certain things.
- Being / being aware duality. How do they interact and help each other, and how can they be in the way?
- Low structure, learning collaboration, looking