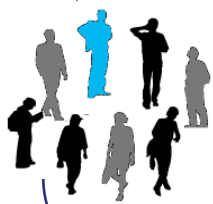


Theory U in Practice

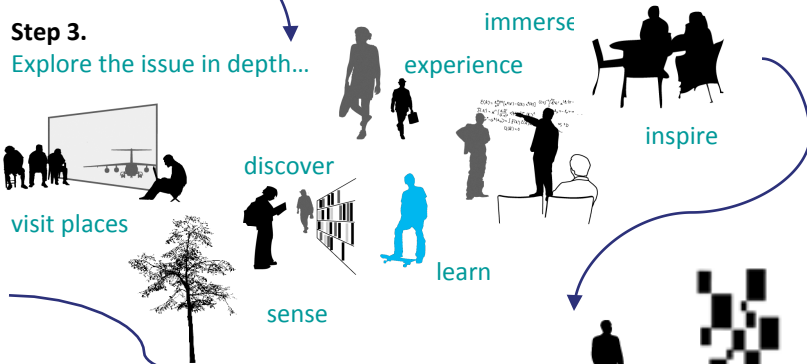
Step 1.
You face a design,
strategic
or innovation
challenge



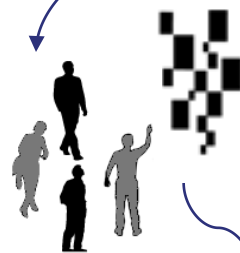
Step 2.
Convene a
core team, a
strategic
microcosm of
the whole
system.



Step 3.
Explore the issue in depth...



Step 4.
Synthesize insights and discover
the deeper pattern



Step 5.
Find deeper meaning and
purpose



see the whole

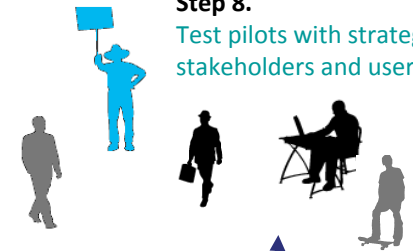
Step 6.
Brainstorm new solutions
& initiatives



Step 7.
rapid prototyping of several new
designs or initiatives



Step 8.
Test pilots with strategic
stakeholders and users



Step 9.
Scale up and co-evolve
the projects and initiatives

