

The logo features a stylized lowercase 'i' in orange with a blue dot above it. To its right is a large blue '3'. The letters 'i3' are positioned to the left of the word 'FRAMEWORK'.

COMMON
i3NSE
FRAMEWORK

AN ORGANIZATION WHERE BOTH THE PEOPLE AND THE ORGANIZATION THRIVE

FOCUSED ON VALUE

People's efforts are directed toward creating value for the organization, its members, customers, and other stakeholders.

PRODUCTIVE

The organization is efficient in identifying, developing and delivering the necessary products and services necessary to achieve its purpose.

ADAPTIVE

People are able to effectively identify and respond to organizational needs and changing contexts (both short term and long-term).

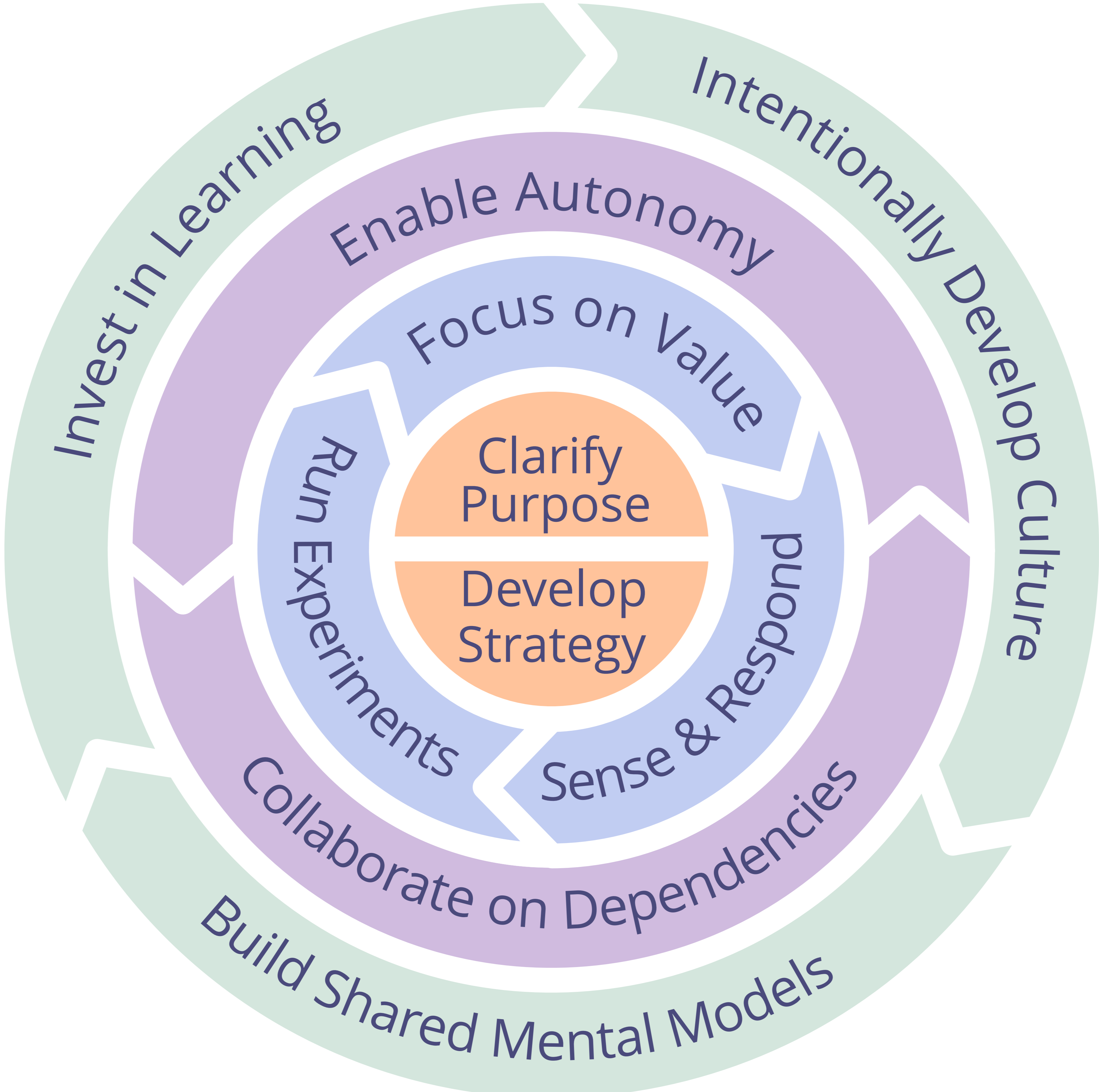
RESILIENT

The organization and its members are able to withstand adversity and uncertainty, if needed.

RECIPROCAL

The organization and its members share a relationship of mutual reciprocity, where the organization is committed to the development, wellbeing and success of its members, and vice versa.

TEN PRINCIPLES FOR EVOLVING TEAMS AND ORGANIZATIONS



ORIENTATION

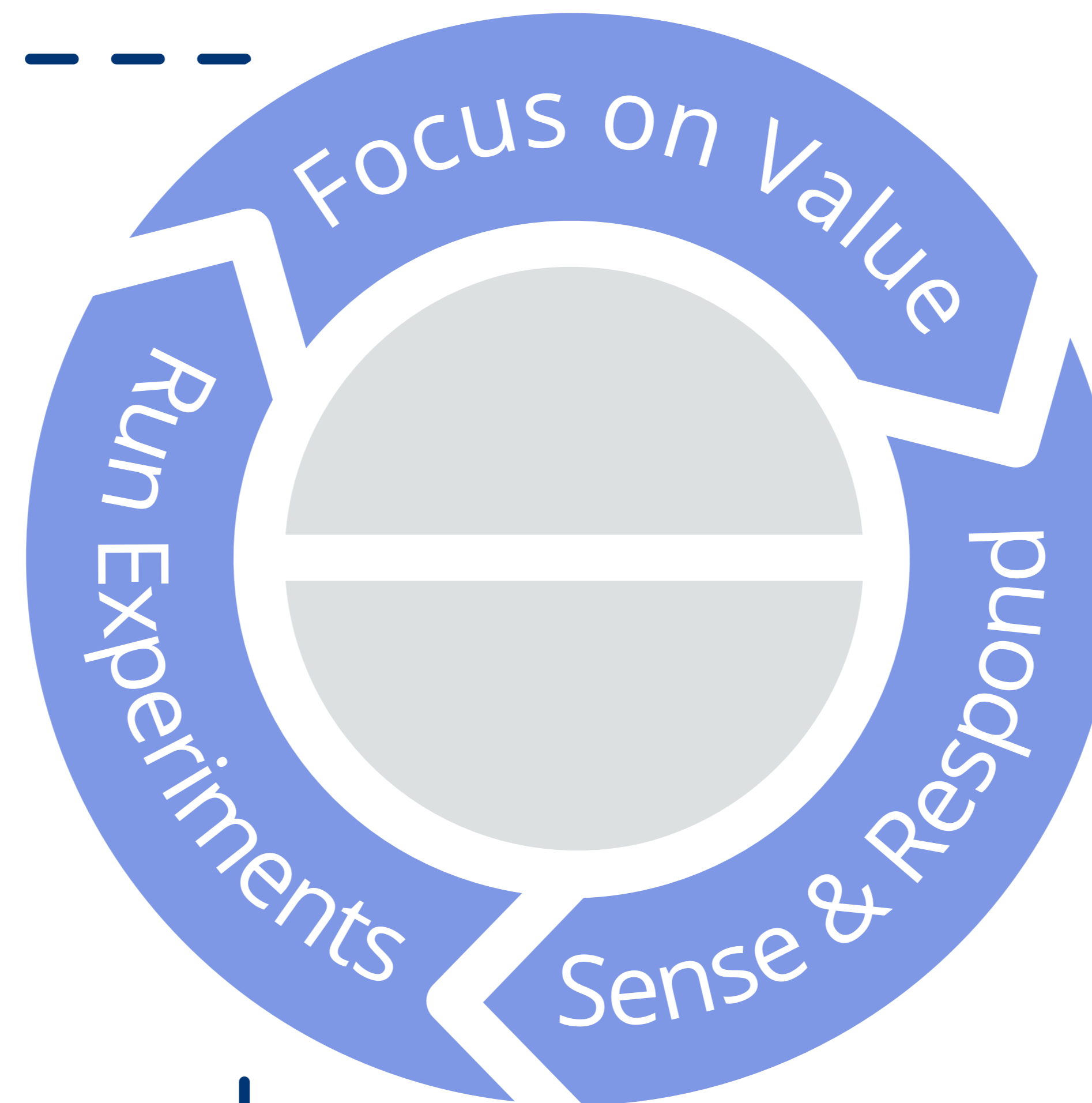
Ensure that everyone understands who the organization or team is serving, why and to what end, so that everyone is able to focus and unite their efforts on achieving that purpose.



Develop a strategy to guide value creation, so that everyone shares a common direction, and strategy is adapted as necessary to achieve the purpose.

NAVIGATION

Focus your daily work on value delivery, so that the stuff that needs doing to achieve your purpose is done.

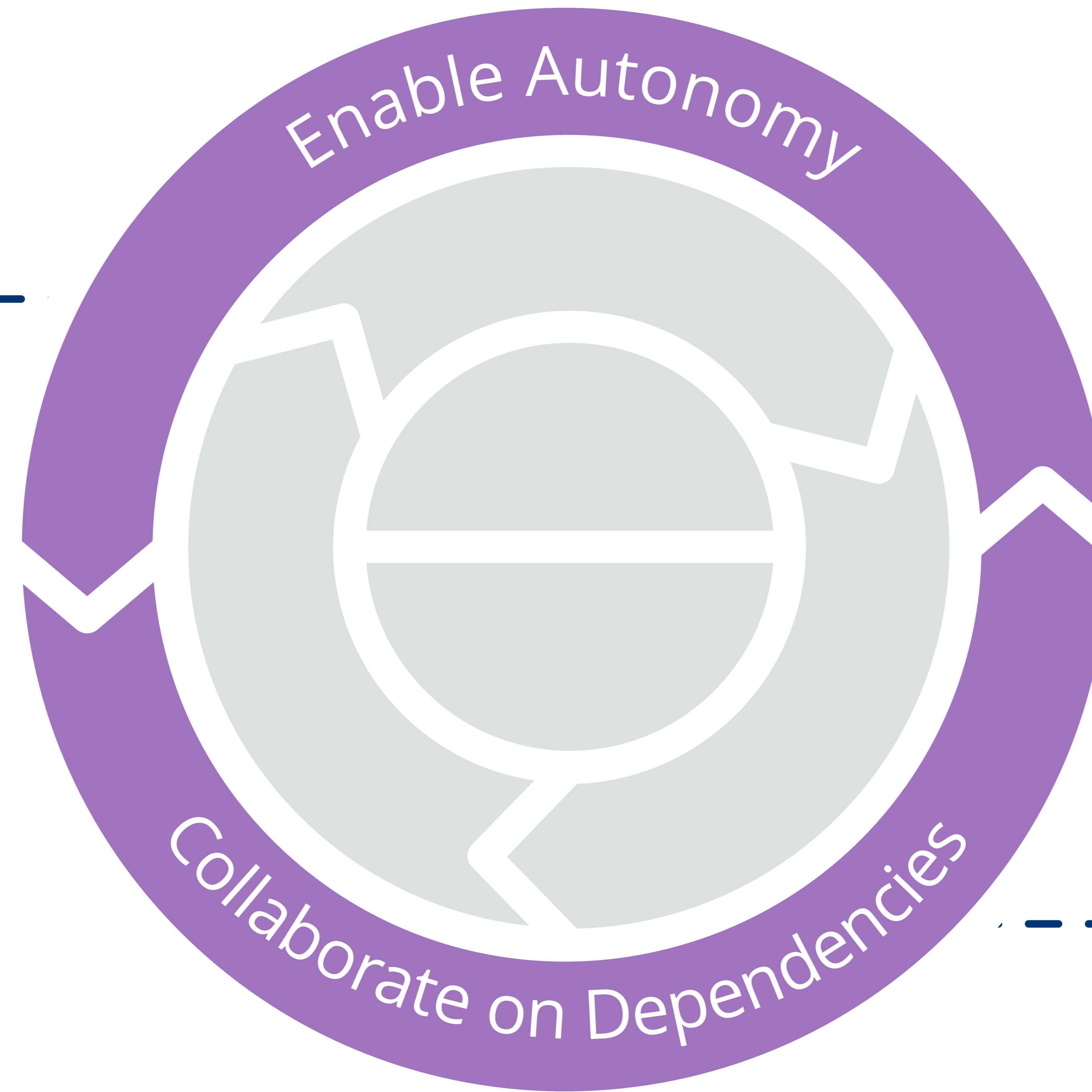


Identify, prioritize and respond to impediments and opportunities, so that you can adapt or pivot as necessary and improve where you can.

Run experiments to address complex challenges, so that you learn how to move closer to where you want to be.

STRUCTURE

Free individuals and teams up to create value as autonomously as possible, so that you can deliver value fast and avoid unnecessary dependencies.



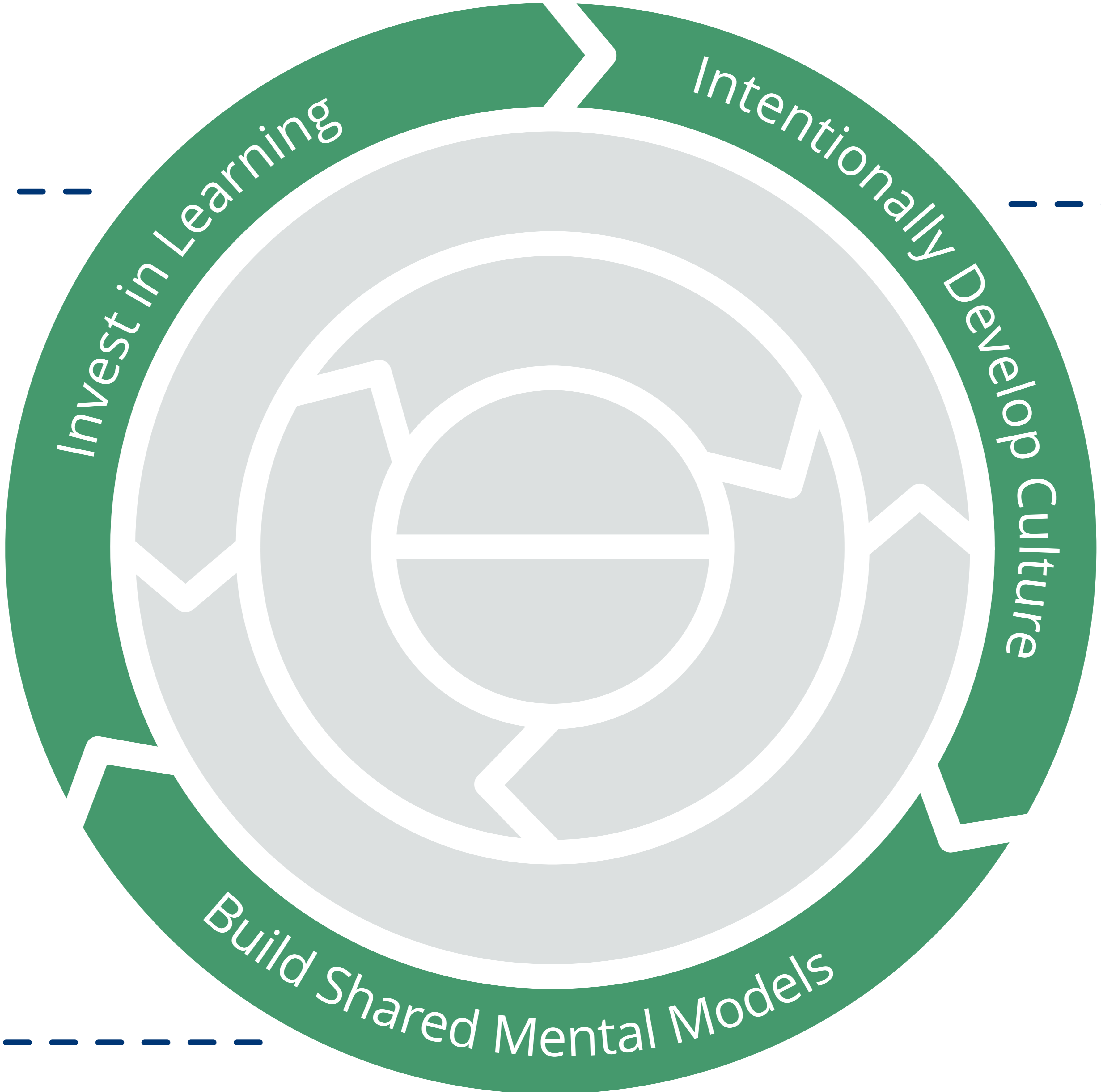
Co-create and evolve a coherent system to deal with all dependencies, so that you deliver value fast when dependencies cannot be avoided.

TRANSFORMATION

Support everyone in developing their competence and skill, so that their contribution remains valuable and the organization can evolve.

Invest in building shared mental models, so that everyone can engage in meaningful dialogue about what's happening and what needs to be done.

Collaborate on fostering a cooperative culture where everyone can achieve their fuller potential, so that you build and maintain an engaging and productive work environment.



ORIENTATION

CLARIFY PURPOSE

Ensure that everyone understands who the organization or team is serving, why and to what end, so that everyone is able to focus and unite their efforts on achieving that purpose.

DEVELOP STRATEGY

Develop a strategy to guide value creation, so that everyone shares a common direction, and strategy is adapted as necessary to achieve the purpose.

FOCUS ON VALUE

Focus your daily work on value delivery, so that the stuff that needs doing to achieve your purpose is done.

SENSE & RESPOND

Identify, prioritize and respond to impediments and opportunities, so that you can adapt or pivot as necessary and improve where you can.

RUN EXPERIMENTS

Run experiments to address complex challenges, so that you learn how to move closer to where you want to be.

NAVIGATION

STRUCTURE

ENABLE AUTONOMY

Free individuals and teams up to create value as autonomously as possible, so that you can deliver value fast and avoid unnecessary dependencies.

COLLABORATE ON DEPENDENCIES

Co-create and evolve a coherent system to deal with all dependencies, so that you deliver value fast when dependencies cannot be avoided.

INVEST IN LEARNING

Support everyone in developing their competence and skill, so that their contribution remains valuable and the organization can evolve.

INTENTIONALLY DEVELOP CULTURE

Collaborate on fostering a cooperative culture where everyone can achieve their fuller potential, so that you build and maintain an engaging and productive work environment.

BUILD SHARED MENTAL MODELS

Invest in building shared mental models, so that everyone can engage in meaningful dialogue about what's happening and what needs to be done.

TRANSFORMATION

ORIENTATION

1
Ensure that everyone understands who the organization or team is serving, why and to what end.

2
Develop a strategy to guide value creation.

3
Focus your daily work on value delivery.

4
Identify, prioritize and respond to impediments and opportunities.

5
Run experiments to address complex challenges.

NAVIGATION

STRUCTURE

6
Free individuals and teams up to create value as autonomously as possible.

7
Co-create and evolve a coherent system to deal with all dependencies.

8
Support everyone in developing their competence and skill.

9
Collaborate on fostering a cooperative culture where everyone can achieve their fuller potential.

10
Invest in building shared mental models.

TRANSFORMATION