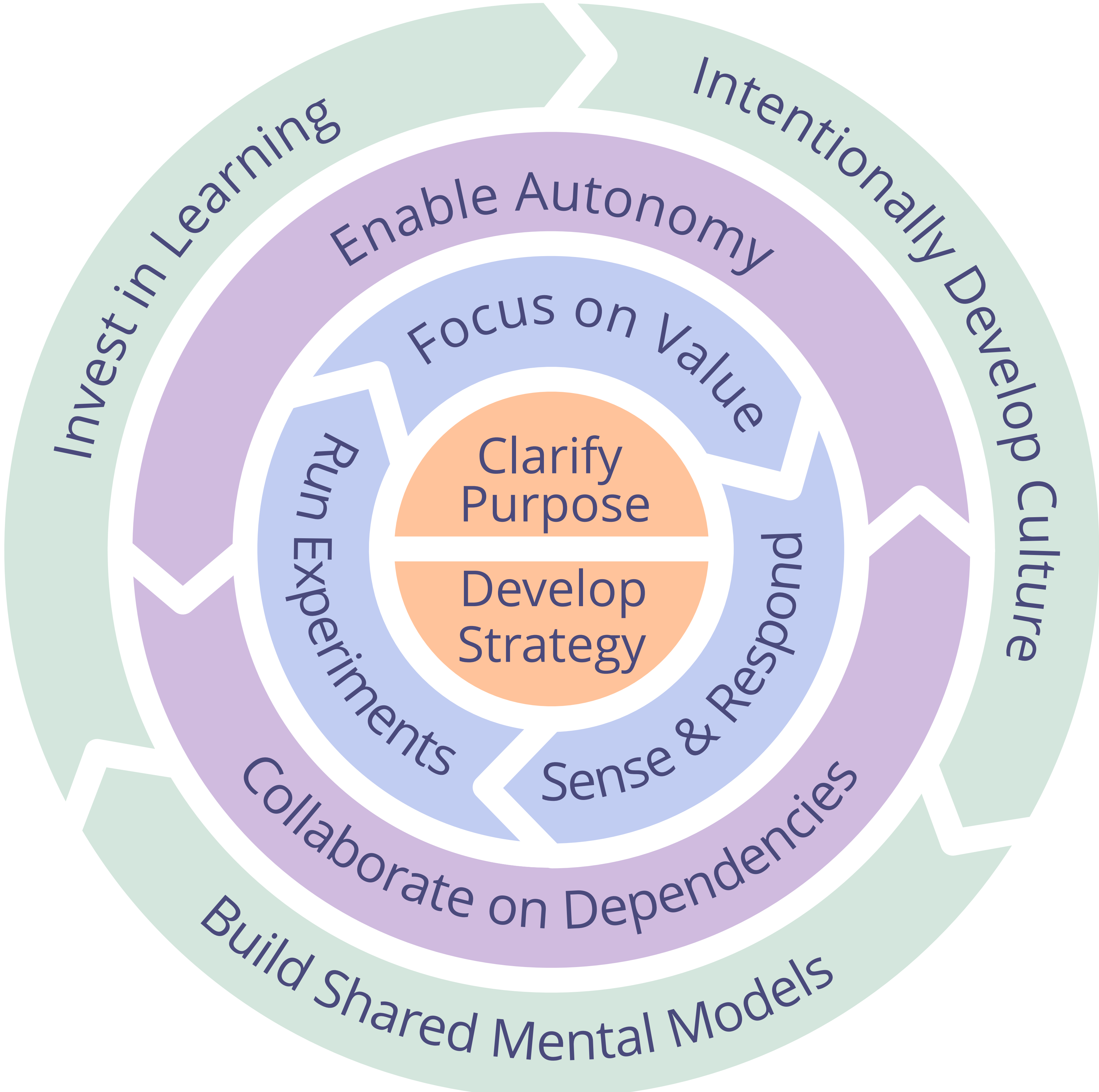


The logo consists of a stylized lowercase 'i' in orange, followed by a blue dot, a blue '3', and another blue dot. The 'i' has a blue dot above it and a blue dot below it. The '3' is blue. The dots are blue.

COMMON
i3NSE
FRAMEWORK

TEN PRINCIPLES FOR EVOLVING TEAMS AND ORGANIZATIONS



ORIENTATION

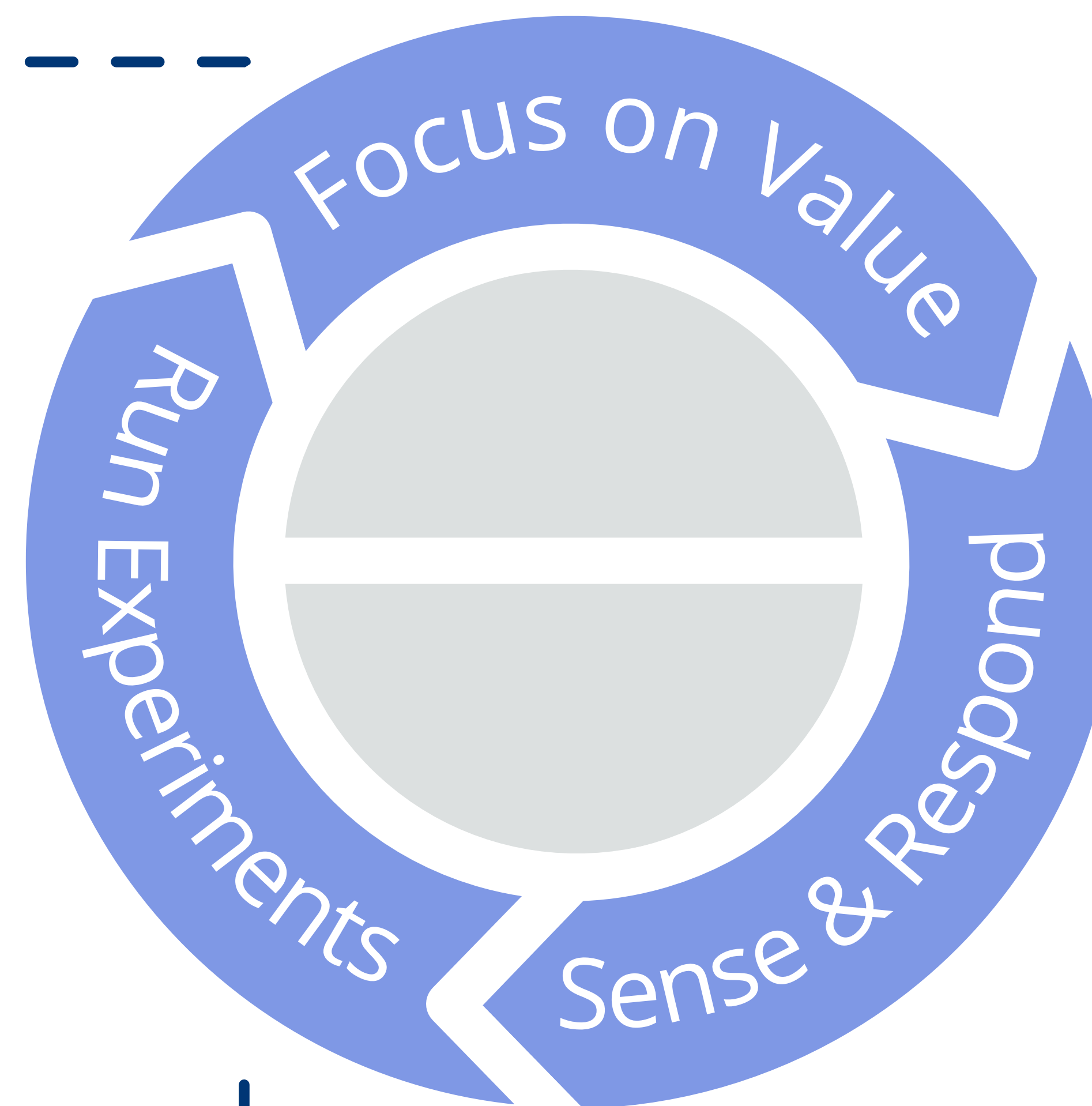
Ensure that everyone understands who the organization or team is serving, why and to what end, so that people are able to focus and unite their efforts on achieving that purpose.



Develop a strategy to guide value creation, so that people share 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.

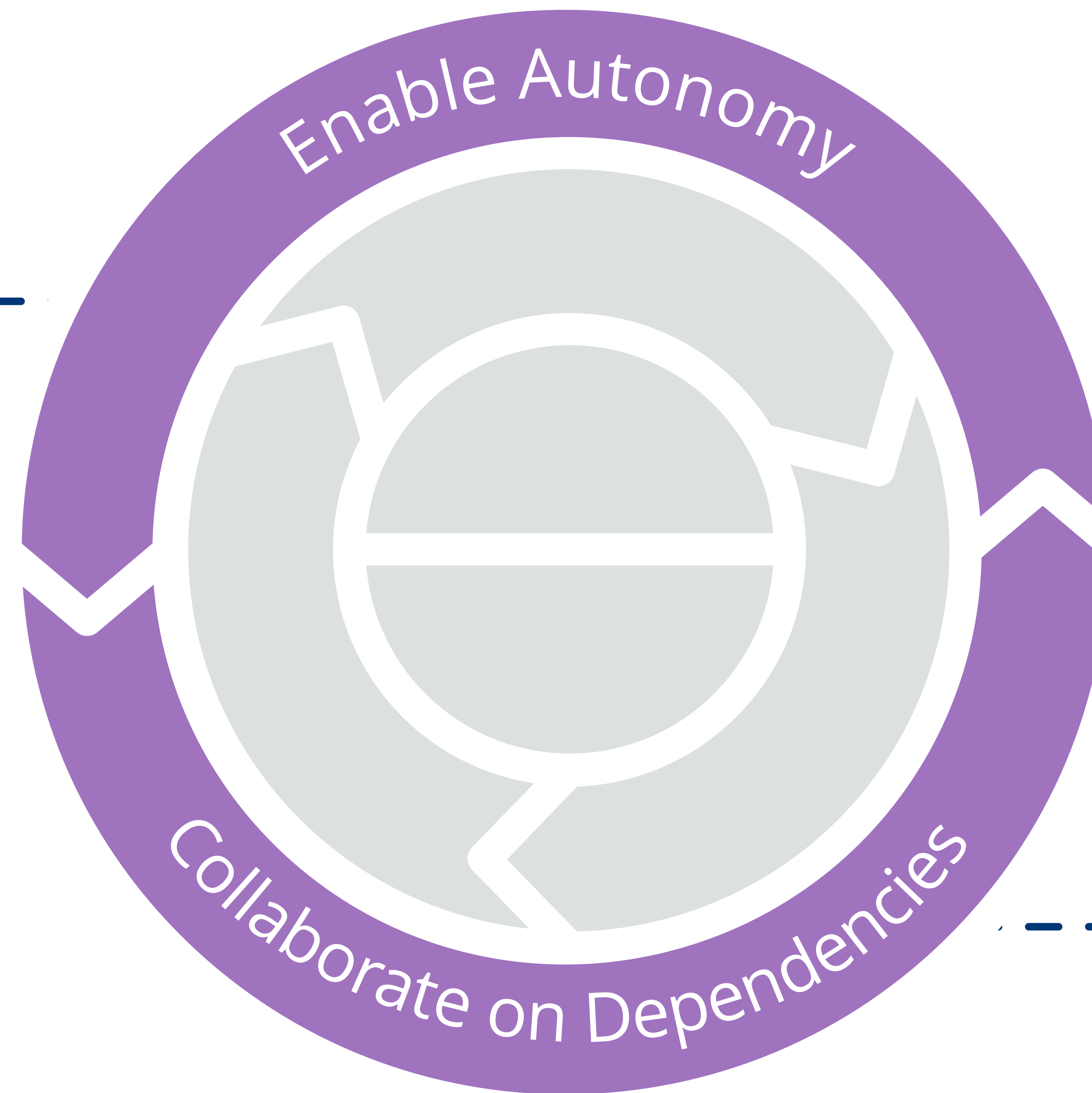


Identify, prioritize and respond to impediments and opportunities, so that you can adapt or pivot as necessary and improve where you can.

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.



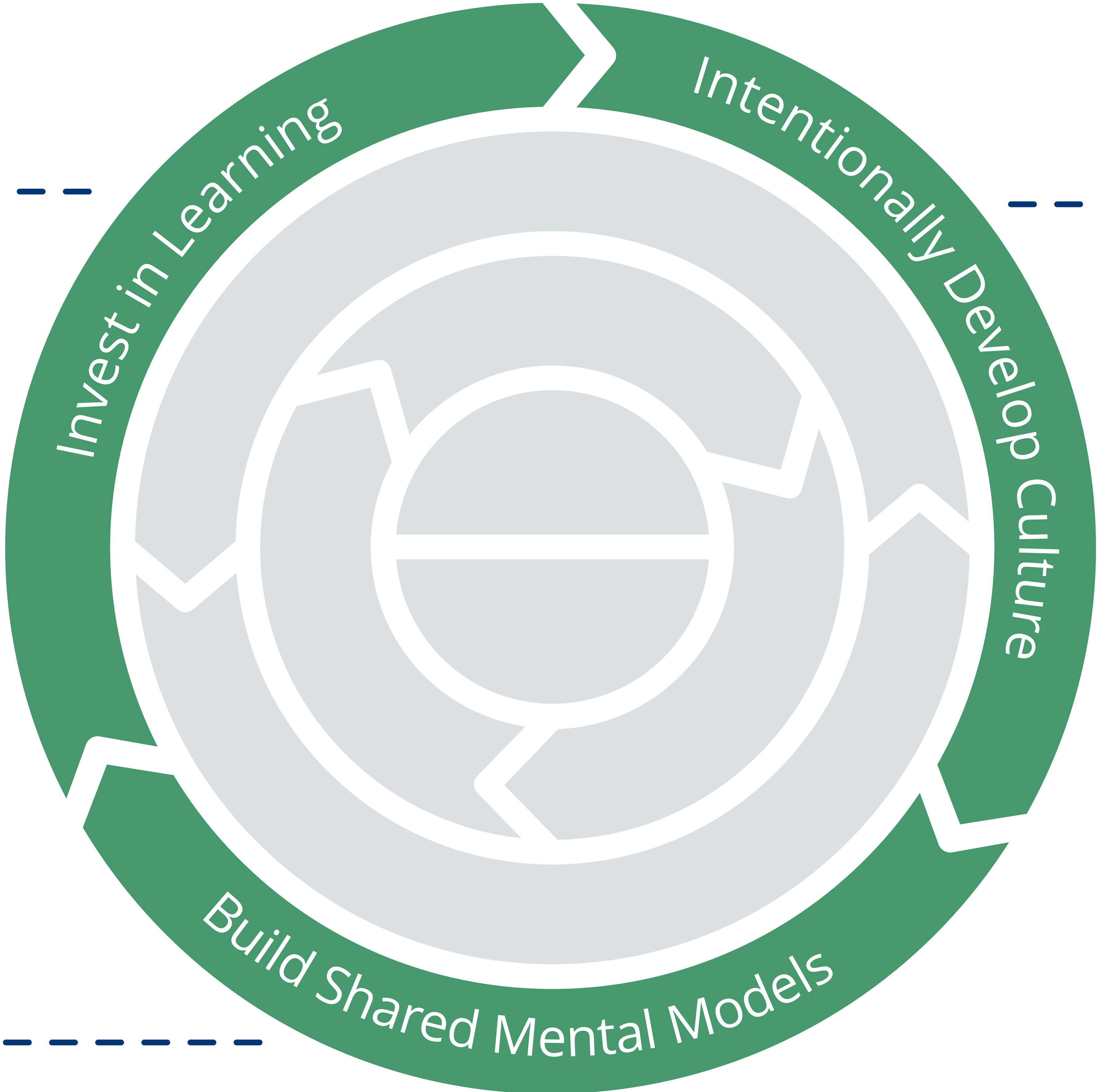
Co-create and evolve a coherent system to deal with all dependencies, so that you deliver value fast when dependencies cannot be avoided.

TRANSFORMATION

Ensure the people grow competence and skill, so that they develop, their contribution remains valuable and the organization can evolve.

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

Collaborate on fostering a cooperative culture where people 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 people are able to focus and unite their efforts on achieving that purpose.

DEVELOP STRATEGY

Develop a strategy to guide value creation, so that people share 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

Ensure the people grow competence and skill, so that they develop, their contribution remains valuable and the organization can evolve.

INTENTIONALLY DEVELOP CULTURE

Collaborate on fostering a cooperative culture where people 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 people 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.

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Ensure the people grow competence and skill.

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Collaborate on fostering a cooperative culture where people achieve their fuller potential.

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Invest in building shared mental models.

TRANSFORMATION