



**MOBILIZE!**

Radically **amplify** your capacity to  
create **value**.

[www.harvester.co/mobilize](http://www.harvester.co/mobilize)

**Are you responsible for building value and leading  
change in an organization?**

As an owner?  
As an employee?  
As a consultant?

“Mobilization is the name we give to the discipline of building new practices and making important  
changes in existing worlds.”

Chauncey Bell, Instructor and Creator of *Mobilize!*

JOIN US AT **MOBILIZE!**  
3 DAY INTENSIVE WORKSHOP ON CREATING VALUE IN  
ENTERPRISES.

**Sydney, Australia, 28-30 September 2015**

# Re: Mobilization in Enterprises

## To Business Leaders, Managers, Consultants and Entrepreneurs:

Mobilization is the name we give to the discipline of building new practices and making important changes in existing worlds. In this 3 day intensive workshop, we will introduce a body of practices for mobilizing change in enterprises. We have developed and tested these practices in many industries including manufacturing, energy, communications, and finance in North America, South America, and Europe, over more than 20 years. The practices give managers, consultants, business owners, and advisors a foundation for cultivating new, market-focused offers centered on customers and people in the extended enterprise, and addressing their challenges from a richer perspective.

Business has always been about communication. For thousands of years, speaking and listening have been in the center of exchanging goods and services in marketplaces – what we understand today as business or commerce. Our awareness of what that means, however, has evolved radically, especially in the last decades, with computers and networks, the Internet, and now wireless mobile communications. Unfortunately, in today's globally-connected service economies, the old staples – the traditional practices, machinery, and systems for extracting value – are no longer sufficient for reliably producing value. The terrain of competition, and what underlies it, are changing too fast.

The old business maps, in which human beings are marginalized as titles in organization charts, as “human resources,” “consumers,” and “end users,” are not sufficient for designing competitive coordination. Tools, methodologies, and algorithms do not reliably produce value for customers. One result of this situation, is the skepticism and resignation about consulting found everywhere today.

In the era we have entered, effective coordination of services throughout the business is central to value creation. Over 90% of the economic outputs of Western economies are now dependent on the coordination of services.\* The days when the extraction, agriculture, construction, and manufacturing industries produced 70+% of revenues are long gone.

To deal with today's continuously changing competitive environments and reliably deliver value to demanding customers, we have developed new maps and models. We can show you new ways to rapidly design and introduce practices in organizations to help you effectively manage the coordination of services at all levels of enterprise.

We look forward to exploring mobilization with you in this workshop.

Chauncey Bell  
Chair & Chief Design Officer / Harvester, Inc.

*\*The US Department of Commerce puts services at 82% of the US economy, but that does not include services embedded in the extraction, agriculture, construction, and manufacturing industries.*

# ***MOBILIZE!*** Curriculum

# DAY 1

DAY1 9 AM – 6 PM

Welcome and introductions

Review program; exchange promises; logistics; ground rules

## **PROVOCATION AND OPENING INTERPRETATIONS**

Entering the strategic conversation: making investments in shifting practices and/or adding practices in enterprises to produce value for stakeholders.

## **LISTENING TO WHAT IS GOING ON IN AN ENTERPRISE**

The background:

1. Human beings are enmeshed in – and navigate in – what we call “disclosive spaces,” interpretive backgrounds that shape what we see, don’t see, hear, don’t hear, do, don’t do, and understand or fail to understand.
2. Work happens as people collaborate in language to build futures. We create value and waste as we listen to moods, concerns, acts, and activity. Technologies supporting our communication and action, and extending our reach and strength, contribute to our work, sometimes helping and sometimes impeding or damaging our efforts.
3. People, groups, enterprises, and institutions accumulate capacities to act, and they deploy those capacities in various ways and in multiple domains. The topics of Money, Capital, and Power belong here.

## **Promises**

1. You will learn to observe many important things that are otherwise all but invisible in the world in which we will be exploring mobilization.
2. You will encounter a much simpler and more direct way of observing and interacting with the world of enterprises.
3. You will have an opportunity to interact directly with the global experience and networks of the group of leaders that will be participating in the workshop.

# **MOBILIZE!** Curriculum

# DAYS 2 & 3

DAY2 9 AM – 6 PM / DAY3 9 AM – 4 PM

## EXPLORING AND MAPPING PROCESSES, MOODS, AND DISCLOSIVE SPACES

1. Managing; leading; bringing new practices.
2. Structures for stabilizing recurrence in enterprises.
3. Important classes of processes and maps.
4. Constitutive, Last-Trip, Design, and Enterprise Maps.
5. Advanced elements: hybrid process designs, technological support, coordinators, resolvers, agents, and sensors.

## DESIGNING, SELLING, AND MANAGING ENGAGEMENTS

This session will be done in the style of a master class, with students bringing case examples, puzzles, problems, and opportunities for us to work through together. We will work our way through engagements in five parts:

1. Opening: develop a new interpretation of a situation.
2. Interpreting for Intervention: assess possibilities and propose paths of action.
3. Resolving and Mobilizing: settle commitments for objectives and resources.
4. Building New Capability: develop and institute designs, roles, and practices.
5. Momentum and New Opening: new interpretations of the situation and new initiatives.

## WRAPPING UP, CONCLUSIONS, NEXT STEPS

### Promises

1. You will learn a new approach to observing coordination, mis-coordination, and coordination pathologies, including new ways to assess and characterize values and wastes.
2. You will increase your sensibility for observing and articulating opportunities, and placing value, costs, and dimensions on the opportunities involved.
3. You will improve your skills and sensibilities for negotiating with stakeholders, clients and potential clients.

## **MOBILIZE! SEPT 2015 / SYDNEY**

**What:** MOBILIZE! 3 Day Intensive Workshop On Creating Value In Enterprises

**Who:** Business Leaders, Managers, Entrepreneurs, Consultants

**When:** MON, TUES, WED – SEP 28th, 29th, 30th 2015

Day 1 & 2: 9am – 6pm

Day 3: 9am – 4pm

**Where:** Q STATION, 1 N Head Scenic Dr, Manly NSW 2095, Australia

**Fee:** Public: USD \$3,000

Rejig Leaders Network: USD \$2,250

Corporate Groups of 3 or more: USD \$2000

**Registration:** Register for the session at <http://harvester.co/mobilize>

**Contacts:**

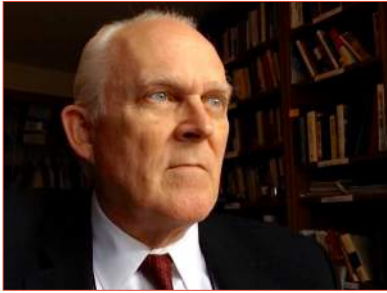
- 1) Saqib Rasool / saqib@harvester.co / +1 425-503-0786
- 2) Tony Carew / tony@rejig.com.au / +61 400-409-557
- 3) Chauncey Bell / chauncey@harvester.co / +1 206-437-7556

**Preparation:**

1. We will conduct a brief interview with each participant before the workshop, exploring the participants' concerns, ambitions, assessments, important habits, and personal development programs.
2. We will ask participants to bring to the workshop a current or recent case example from their work experience to share with others in the workshop.
3. We will ask participants to do two exercises and to read two brief papers prior to arriving at the workshop. The exercises are for developing facility in a new practice of interviewing, and for observing language-action, moods, and disclosive spaces in the world around us. Participants will be asked to read *Offering New Principles for the Shifting Business World* by Fernando Flores and *My Problem with Design* by Chauncey Bell. Reading materials will be posted on the course website.

# ABOUT US

**MOBILIZE!** is brought to you by:



**Chauncey Bell - Lead Instructor** - For more than two decades, Chauncey Bell has worked with senior executives to reshape the skills, processes, and cultural characteristics of enterprises in North America, Latin America, and Europe. He is responsible for important innovations in several industries, and his work produces many hundreds of millions of dollars each year in growth and savings for his clients.

Chauncey has been a leader in the invention and practical application of a new theoretical framework for understanding and building effective organizations and competitive businesses. The approach that Chauncey and his colleagues constructed has proved a simple, reliable foundation for dealing with the continuous changes in offers and technology, unrelenting pressure on margins, increasingly diverse, multicultural workforces, and extensive outsourcing that characterize commercial and governmental organizations today.



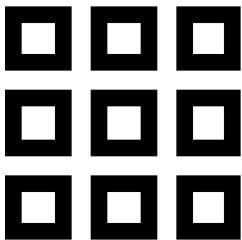
**Tony Carew - Co-Instructor** - Tony Carew specializes in shifting the habitual thinking and embedded practices of executive, senior, project leaders and work teams opening them to invent and craft new conversations and practices that produce greater value for their customers. Redesigning inefficient systems of work and building sustainable partnerships throughout the enterprise is central to his approach. Tony has developed a solid reputation with many organizations across many industries for the past 20 years.

Operating out of Australia, Tony is committed to the design and actualizing of programs that give rise to a culture of innovation, participation, alignment and trust. Efficiencies gained through these targeted language action programs position enterprises to be adaptive, resilient to the ever-changing commercial environment and committed to meet the conditions and expectation of their customers.



**Saqib Rasool - Program Coordinator** - Saqib brings more than 16 years' of multidisciplinary experience in technology companies as a programmer, manager, executive, & founder. His career has spanned multiple industries including software, healthcare, productivity, education, investments and finance, and e-commerce. He brings all of this experience to Harvester as CEO, business architect, strategist and trusted advisor to a broad array of clients. Saqib is responsible for operations, sales, and platform development at Harvester.

Earlier in his career, Saqib spent nearly eight years at Microsoft in key technology and management roles. He later went on to found Metafos Inc., aimed at revolutionizing the online payment systems. He also founded Conceivian, a startup accelerator, widely recognized for helping develop over a dozen startups in Seattle and Silicon Valley. Saqib can be contacted at [saqib@harvester.co](mailto:saqib@harvester.co) or +1 425-503-0786.



**Harvester** is a Seattle-based communications and management technology company. We offer distinctive practices and an end-to-end operating system for effectively managing work. We build productive and powerful enterprises and work environments where people are passionate, joyful, and profoundly satisfied about serving their customers, serving each other, and continuously engaged in improving the way they work together to create value.

#### Harvester Partner Network

Our team and our network is the key ingredient behind our successes. Our people and partners come from our lifelong networks of collaborators. We have worked together for decades confronting crucial business challenges, designing remarkable innovations and building and launching technology products and platforms.

Our people are industry-honed, well respected and published business and technology practitioners. We are constantly growing our network and looking for amazing people that have the ambition to help other businesses succeed and grow.