

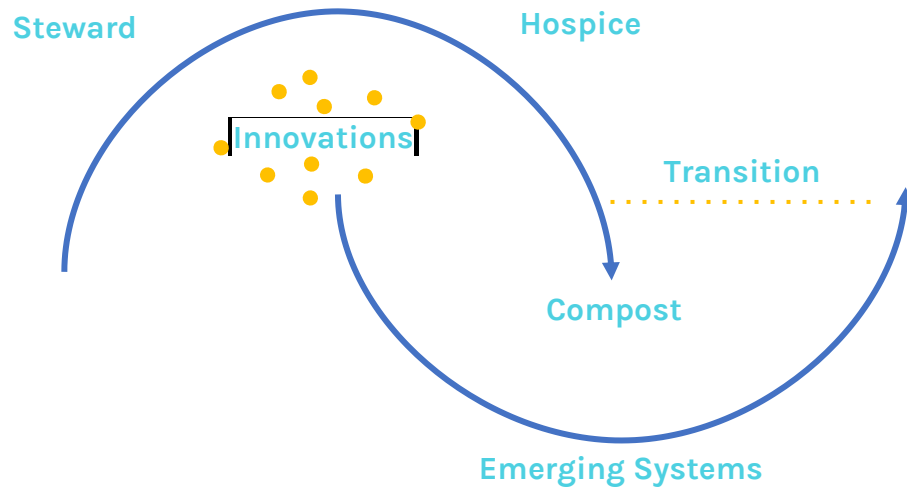
*“Imagination is more important than knowledge”*

Albert Einstein

# Two Loop Model Innovation Approach

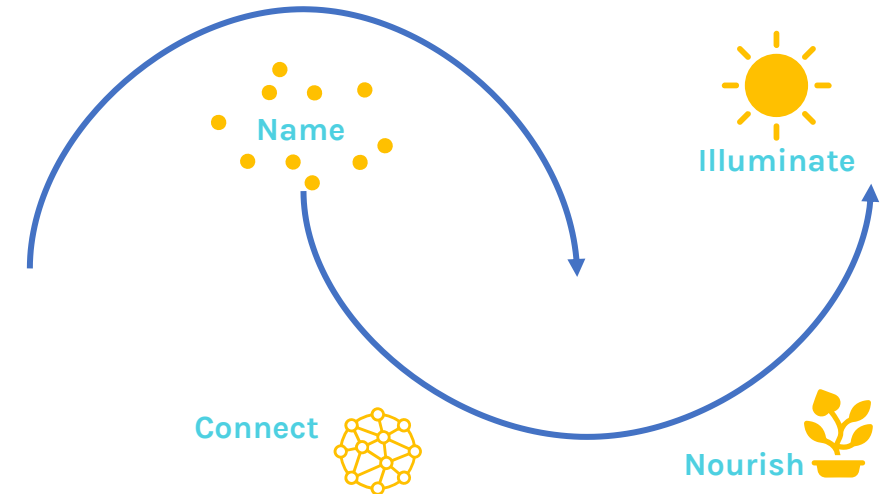
- Inspired by growth/peak/decline lifecycle of living systems

## 1st Loop Dominant System



- Needs **stewarding**: leadership, structures, resources, & fostering
- Becomes dominant **establishment** mode
- At peak is false sense of permanence
- Entering decline **hospicing** needed but limited if system in denial
- As it dies needs **composting**, resources contained need to be released back to the broader system for new pattern generation
- Fulfillment takes leadership effort to let go of past, give to future
- At peak of old system new alternatives **emerge, innovative** pioneers give rise to alternative pattern as they get connected to each other

## 2nd Loop Emerging System



- Networks form when people search for each other to meet personal needs
- Eventually form a coherent organization pattern bigger than any one interest, where participants work together for common cause
- Resources need to move from old regime to nourish new so it becomes system of influence
- Berkana Institute approach: naming, connecting, nourishing & illuminating
- **Name** pioneers to make identifiable; **connect** them so they become more than individual initiatives; **nourish** by giving resources to develop; **illuminate** by showing others a viable alternative