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## Introduction to Integral Theory & Practice





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Transformation Management Process Facilitator,  
Co-founder and Integral Research Associate,  
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**Models of Innovation**

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### The Definition



## Innovation

Understood  
differently in various  
cultures and contexts

Gained a positive  
meaning in the  
20<sup>th</sup> century

Defined in terms of  
commercialisation  
of invention

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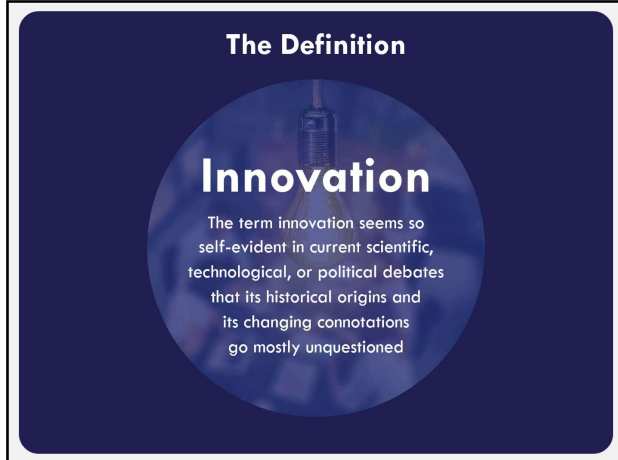
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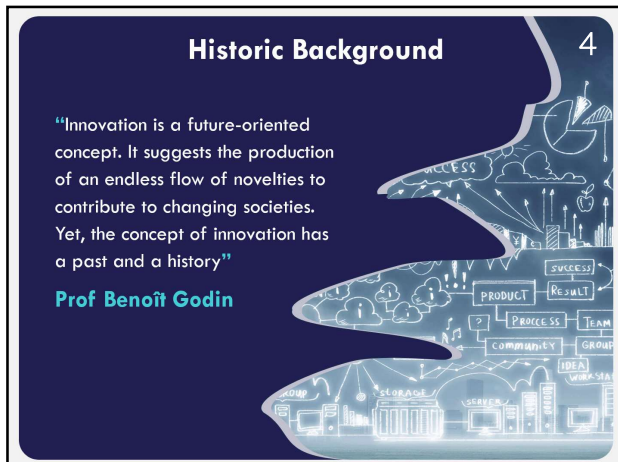
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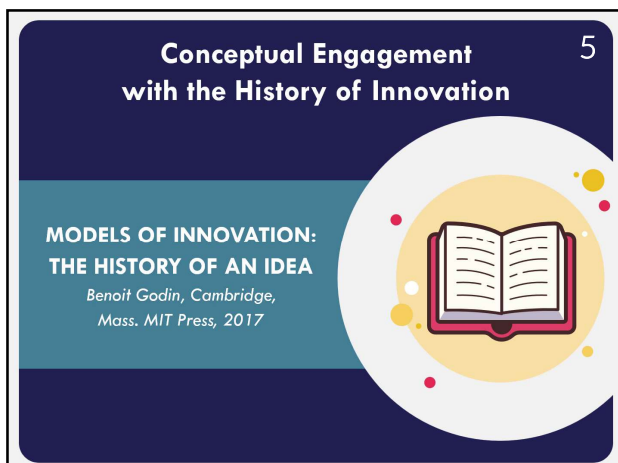
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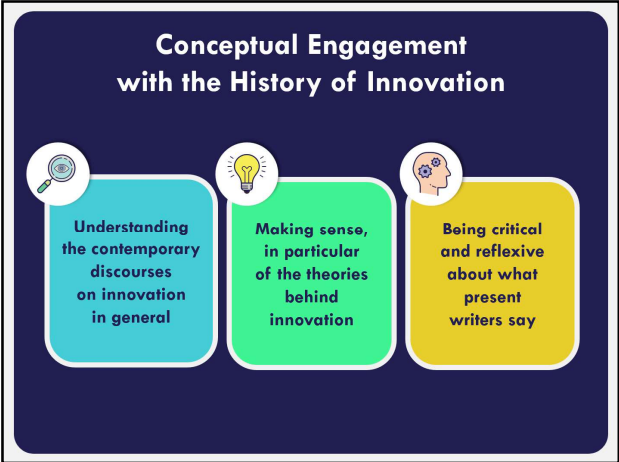
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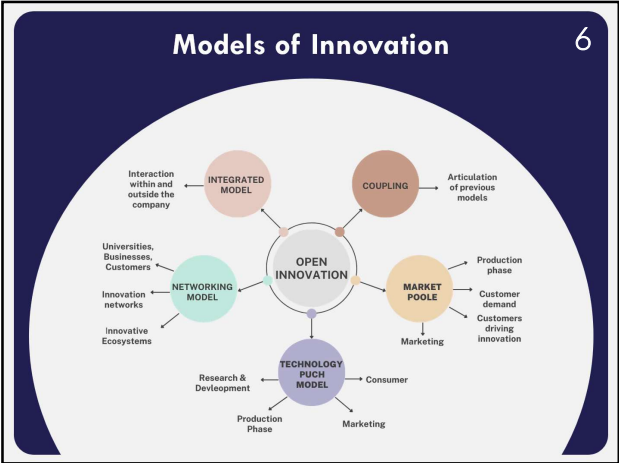
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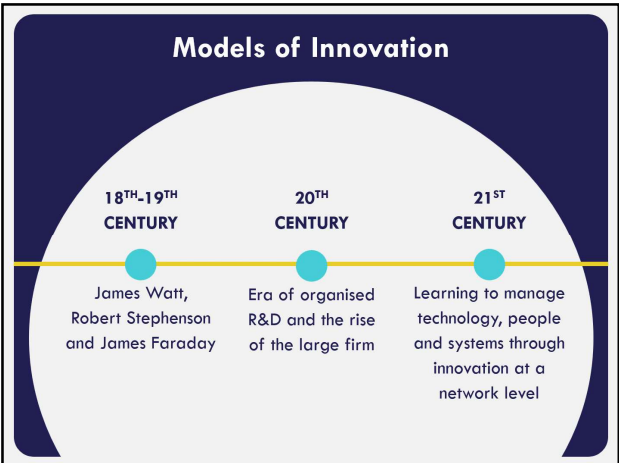
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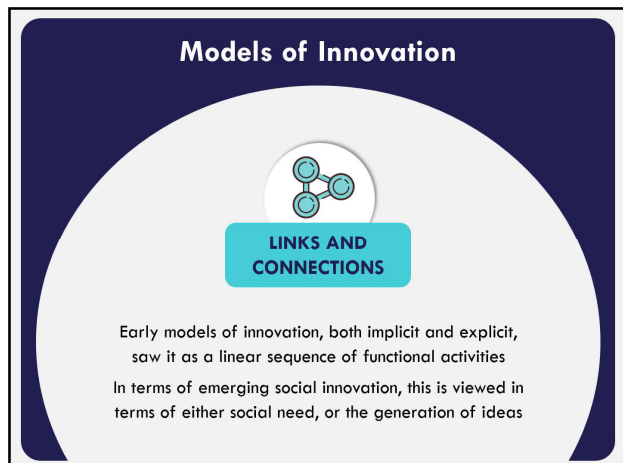
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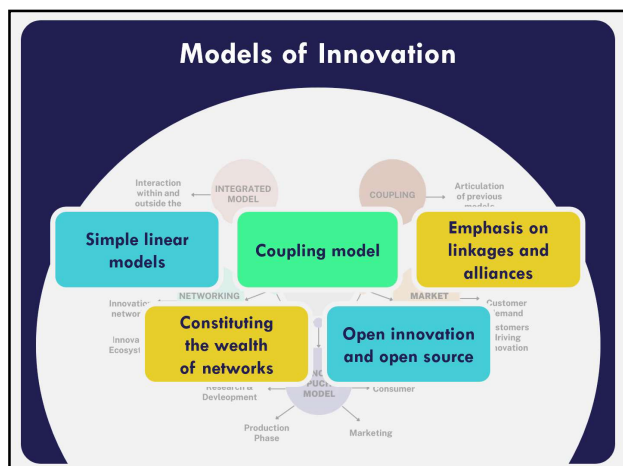
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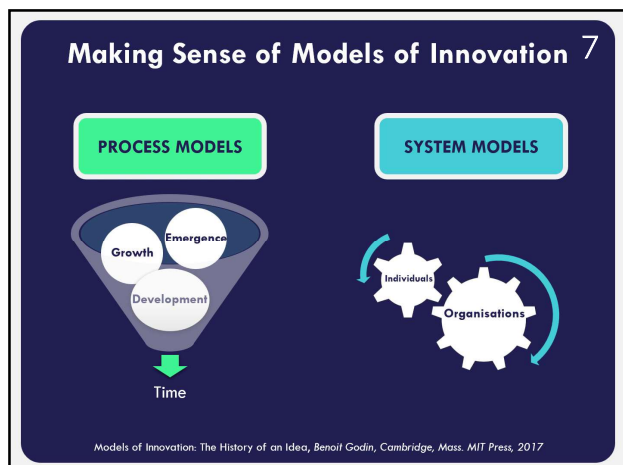
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The Need  
for Social Innovation/Change

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"Society is a system of interrelated parts where any change of one part has an impact on society as a whole"

Emil Durkheim

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The Need  
for Social Innovation/Change

In the 1930s, innovation would become strictly associated with technology, making social invention and social innovation more popular terms

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The Need  
for Social Innovation/Change

SOCIAL CHANGE

SOCIAL PROGRESS

SOCIAL REFORM

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### The Need for Social Innovation/Change

What kind of political  
innovation do we  
expect to emerge from  
a post-Brexit Britain?

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### Historical Background of Social Change <sup>9</sup>

Modern societies are becoming structurally complex,  
they are riddled with manifold inconsistencies

In modern societies social innovations are grounded in  
rational scientific reasoning and  
disproportionately triggered by  
the unintended consequences  
of technological progress

Moore, Wilbert E. 1960. "A reconsideration of theories of social change." American Sociological Review 25(6): 810–18.

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### Historical Background of Social Change

Social innovations are reactions  
to endogenous societal mismatches

Societal mismatches are predominantly  
triggered by the (un)intended  
consequences of technical progress

Social innovations are themselves rational  
and reflexive modes of coping with the  
self-induced dynamics of social change

Moore, Wilbert E. 1960. "A reconsideration of theories of social change." American Sociological Review 25(6): 810–18.

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Resistance10

“A new social form is not introduced so easily”

TECHNICAL INNOVATION

SOCIAL INNOVATION

The increasingly rational foundation and social innovation cement their success in modern society

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Social Innovations11

Social innovations do not happen ‘behind the backs’ of actors

Social Scientist

Civil Society

Stakeholders

Moore, Wilbert E. 1960. “A reconsideration of theories of social change.” *American Sociological Review* 25(6): 810–18.

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Integral Theory & Practice – Introduction

Is holistic approach to innovation or social innovation available out there?

The whole Integral approach as developed by Lessem and Schiffer is modelled on life itself and aspires to contribute to healing today’s fragmented, conflictual, and, often, destructive **individual, organisational, communal, and societal** ways of being

INDIVIDUAL

ORGANISATIONAL

COMMUNAL

SOCIETAL

Schieffer, A. & Lessem, R., 2014. *Integral Development*. sJ.Gower Publishing Limited.

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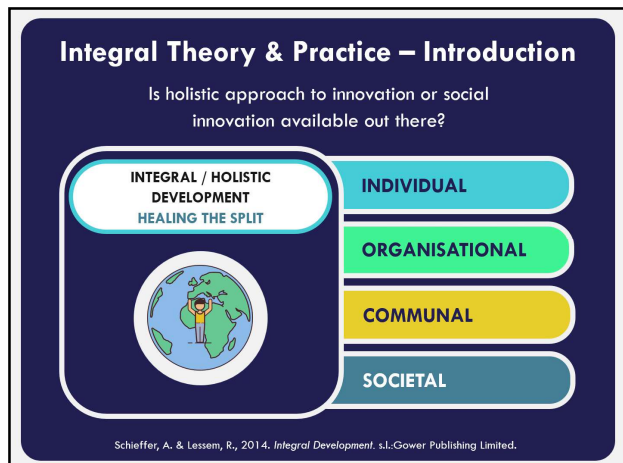
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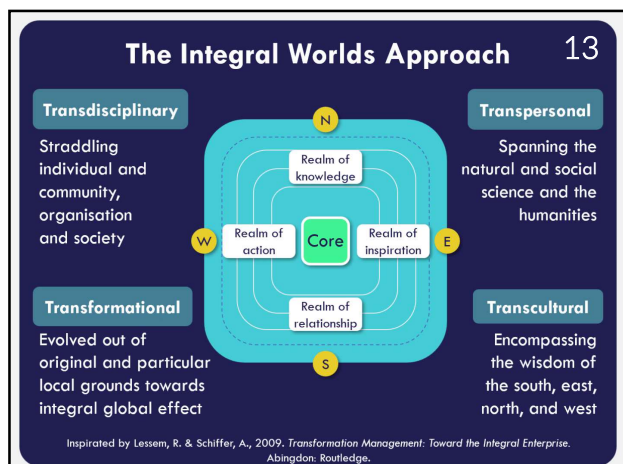
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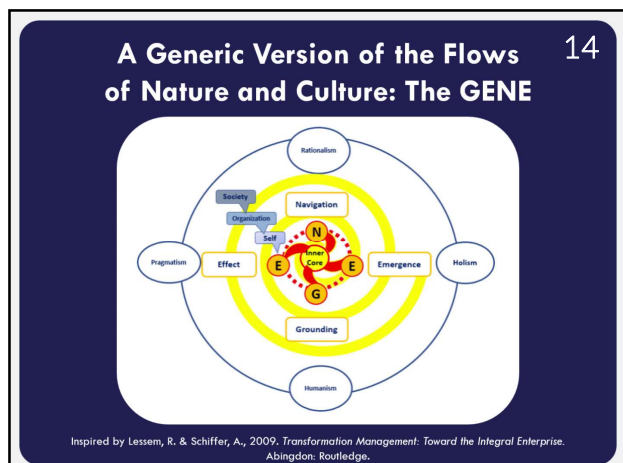
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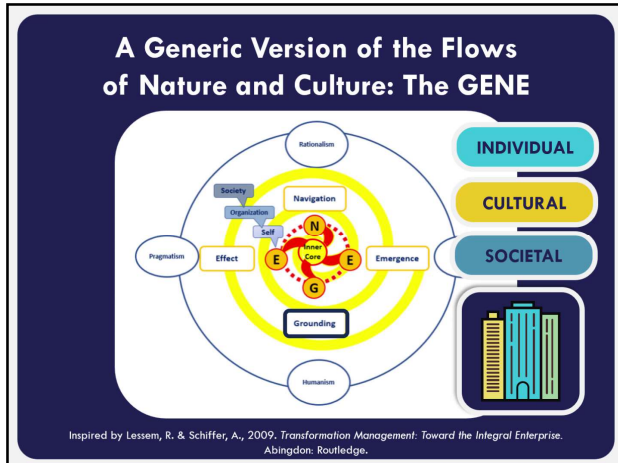
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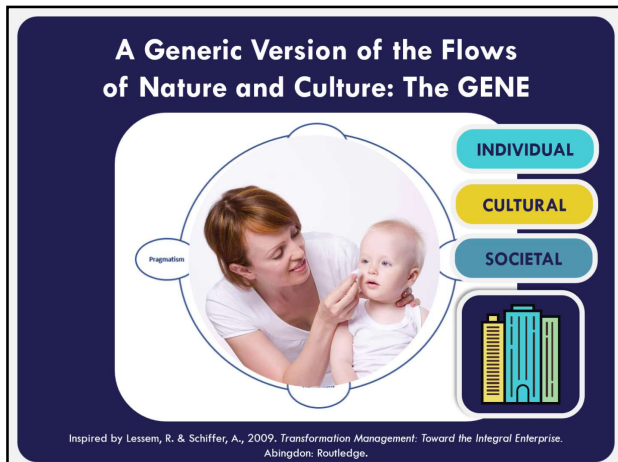
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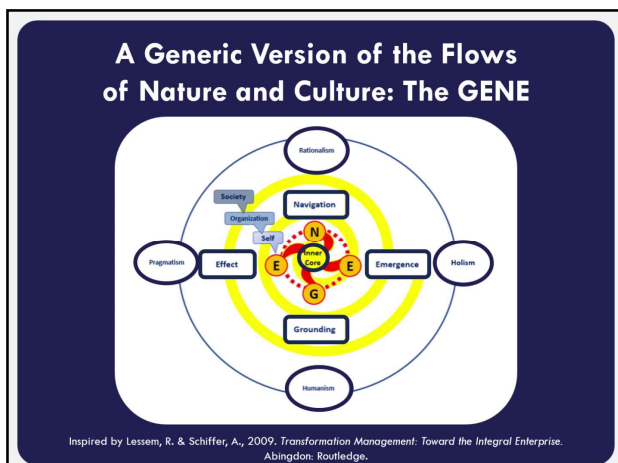
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Transformational Flows 15				
	Generic (GENE)	Self	Organisation	Society
South Humanism	Grounding	Formative Youth	Pioneering	Magical
East Holism	Emerging	Reformative Adulthood	Differentiation	Mythical
North Rationalism	Navigating	Normative Midlife	Integration	Perspectival
West Pragmatism	Effecting	Transformative Maturity	Association	Integral

Lessem, R. & Schiffer, A., 2009. Transformation Management: Toward the Integral Enterprise. Abingdon: Routledge.

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Conclusion/Summary16

There is a need to understand the inner dynamics of **transformation**, to enable us to bring the **four worlds** into a state of creative interaction, promoting a new dynamic balance between all four elements

The journey of humankind provides a living **framework of transformation**

Integral innovation spans nature and culture, technology and economy

INDIVIDUAL

ORGANISATIONAL

COMMUNAL

SOCIETAL

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Conclusion/Summary

Integral innovation is simply the ability to see and utilise the **webs of life**

It is an attempt to harness the **internet of ideas** and the web of cultures to develop innovative nations

In a **market economy** that views the value of the **world of things**, we end up losing sight of the value of the **world of ideas**

Integral Innovation, therefore, is simply about the **web of ecosystems and cultures** that contribute to social and economic development

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Conclusion/Summary

In the current **market-led economy**, humans suffer from blind spots, nature deficit disorder and ecological amnesia

These human deficiencies limit our ability to **capture value** and **inspiration** from both ecology and culture

What seems to capture attention in business books is the technical innovation of **product and process innovation**, which is detached or even not aligned from **institutional and sociocultural innovation** at a macro level

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