



Dr. Aneeqa Malik – Co-founder and Integral Research Associate, Trans4m Communiversy Associates, UK

## Introduction to Integral Theory & Practice



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### Contents

- Historic background of Innovation
- Models of Innovation
- What do we mean by Integral? The definition
- Introducing Integral 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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**The Definition**

# Innovation

The term innovation seems so self-evident in current scientific, technological, or political debates that its historical origins and its changing connotations go mostly unquestioned

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**Historic Background**

“Innovation is a future-oriented concept. It suggests the production of an endless flow of novelties to contribute to changing societies. Yet, the concept of innovation has a past and a history”

**Prof Benoît Godin**

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**Conceptual Engagement with the History of Innovation**

**MODELS OF INNOVATION: THE HISTORY OF AN IDEA**

*Benoît Godin, Cambridge, Mass. MIT Press, 2017*

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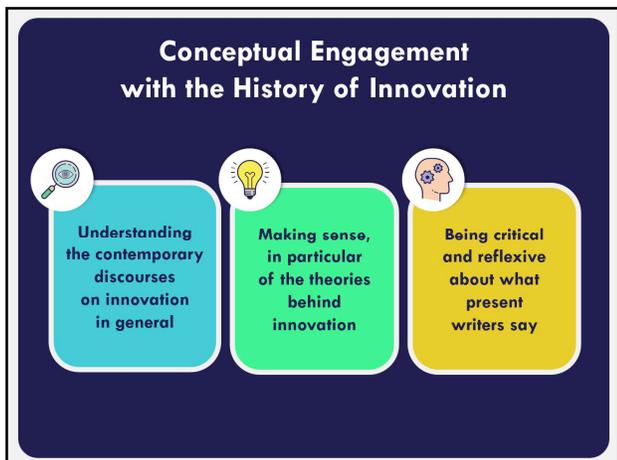
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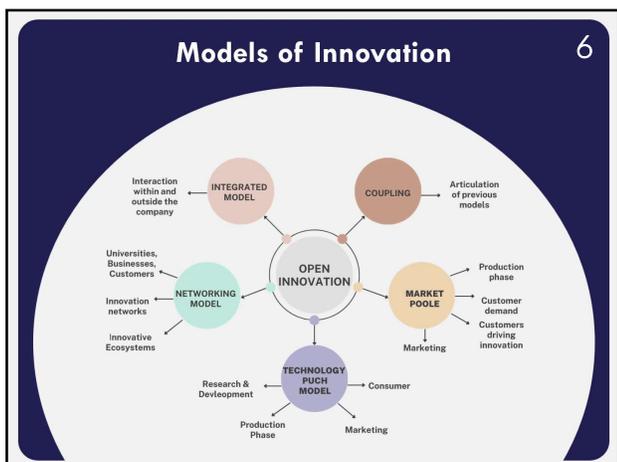
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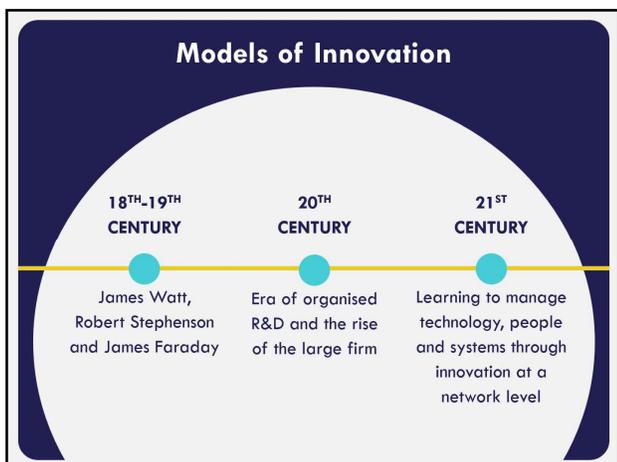
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### Models of Innovation



**LINKS AND CONNECTIONS**

Early models of innovation, both implicit and explicit, saw it as a linear sequence of functional activities

In terms of emerging social innovation, this is viewed in terms of either social need, or the generation of ideas

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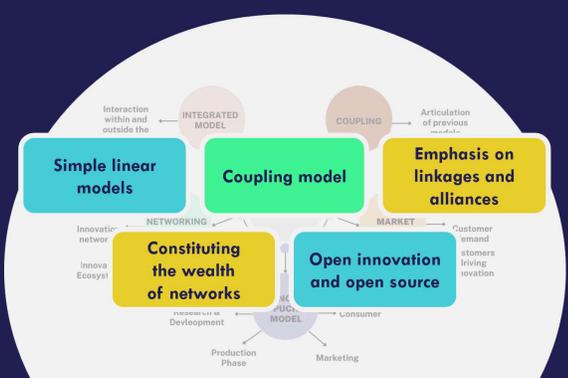
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### Models of Innovation



Interaction within and outside the

INTEGRATED MODEL

COUPLING

Articulation of previous models

Simple linear models

Coupling model

Emphasis on linkages and alliances

NETWORKING

MARKET

Customer demand

Customer demand driving innovation

Constituting the wealth of networks

Open innovation and open source

Production Phase

Marketing

Consumer

Development

Innovative network

Innova Ecosystem

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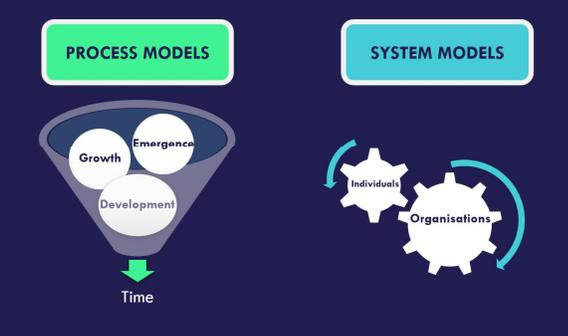
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### Making Sense of Models of Innovation <sup>7</sup>



**PROCESS MODELS**

**SYSTEM MODELS**

Growth

Emergence

Development

Time

Individuals

Organisations

Models of Innovation: The History of an Idea, Benoit Godin, Cambridge, Mass. MIT Press, 2017

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**The Need  
for Social Innovation/Change** 8

“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** 9

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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**Resistance** 10

“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 Innovations** 11

Social innovations do not happen 'behind the backs' of actors

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. s.l.:Gower Publishing Limited.

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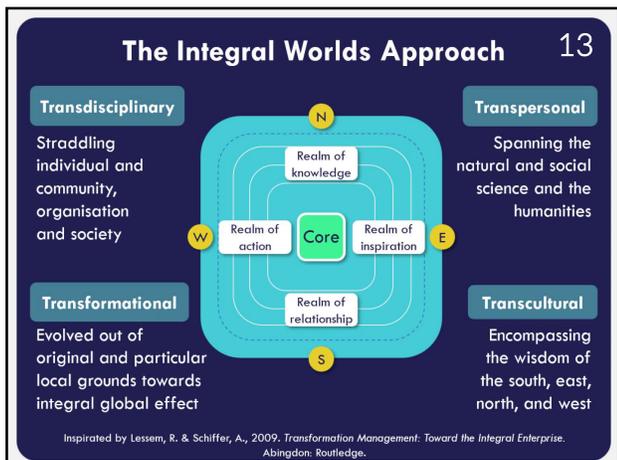
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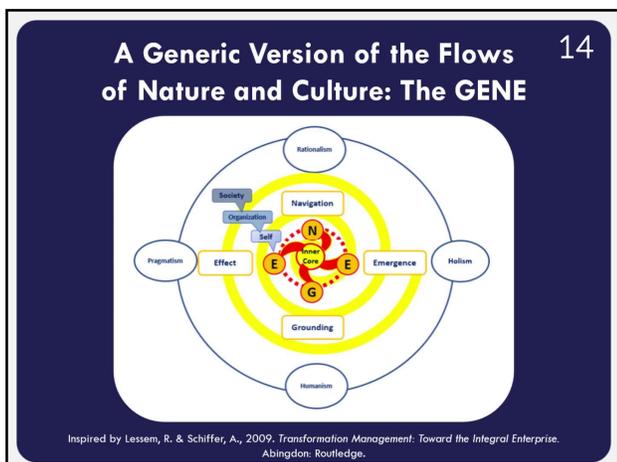
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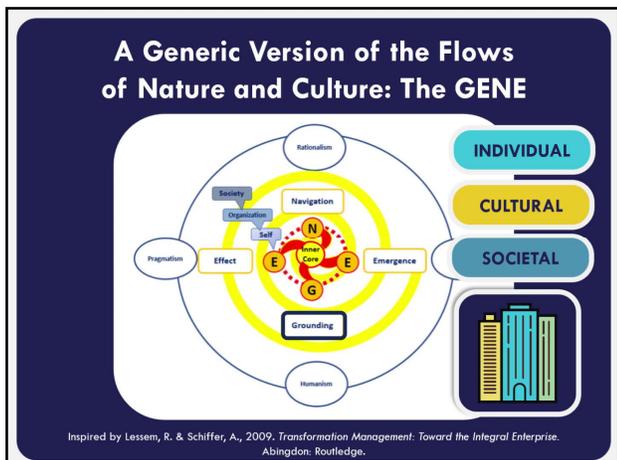
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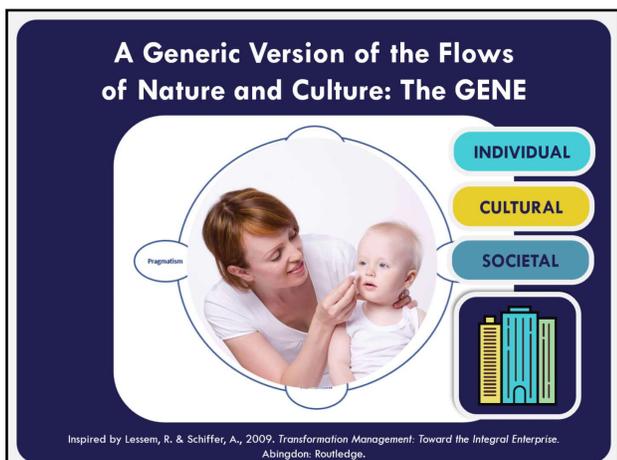
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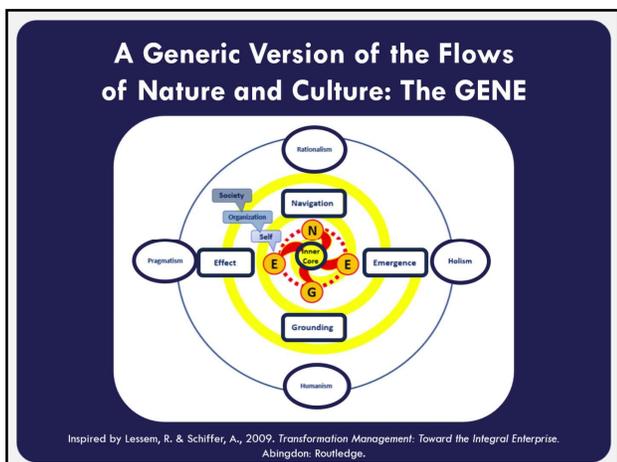
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Transformational Flows 15				
	Generic (GENE)	Self	Organisation	Society
South Humanism	Grounding	Formative Youth	Pioneering	Magical
East Holism	Emerging	Reformative Adulthood	Differentiation	Mythical
North Rationalism	Navigating	Normative Midlife	Integration	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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Transformational Flows				
	Generic (GENE)	Self	Organisation	Society
	<b>CIVIC DIMENSION</b>			<b>CULTURAL CONTEXT</b>
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**Conclusion/Summary** 16

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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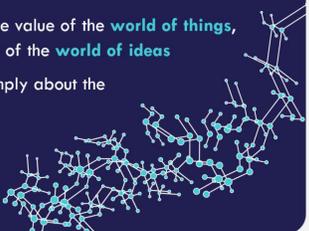
**Conclusion/Summary**

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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