

# INTERSECTION19

/// Designing Enterprises for Better Futures

REFRAMING FROM OPERATION  
TO PURPOSE/VALUE

/// Workshop

# SMALL ITERATIONS // DESIGN SPRINTS

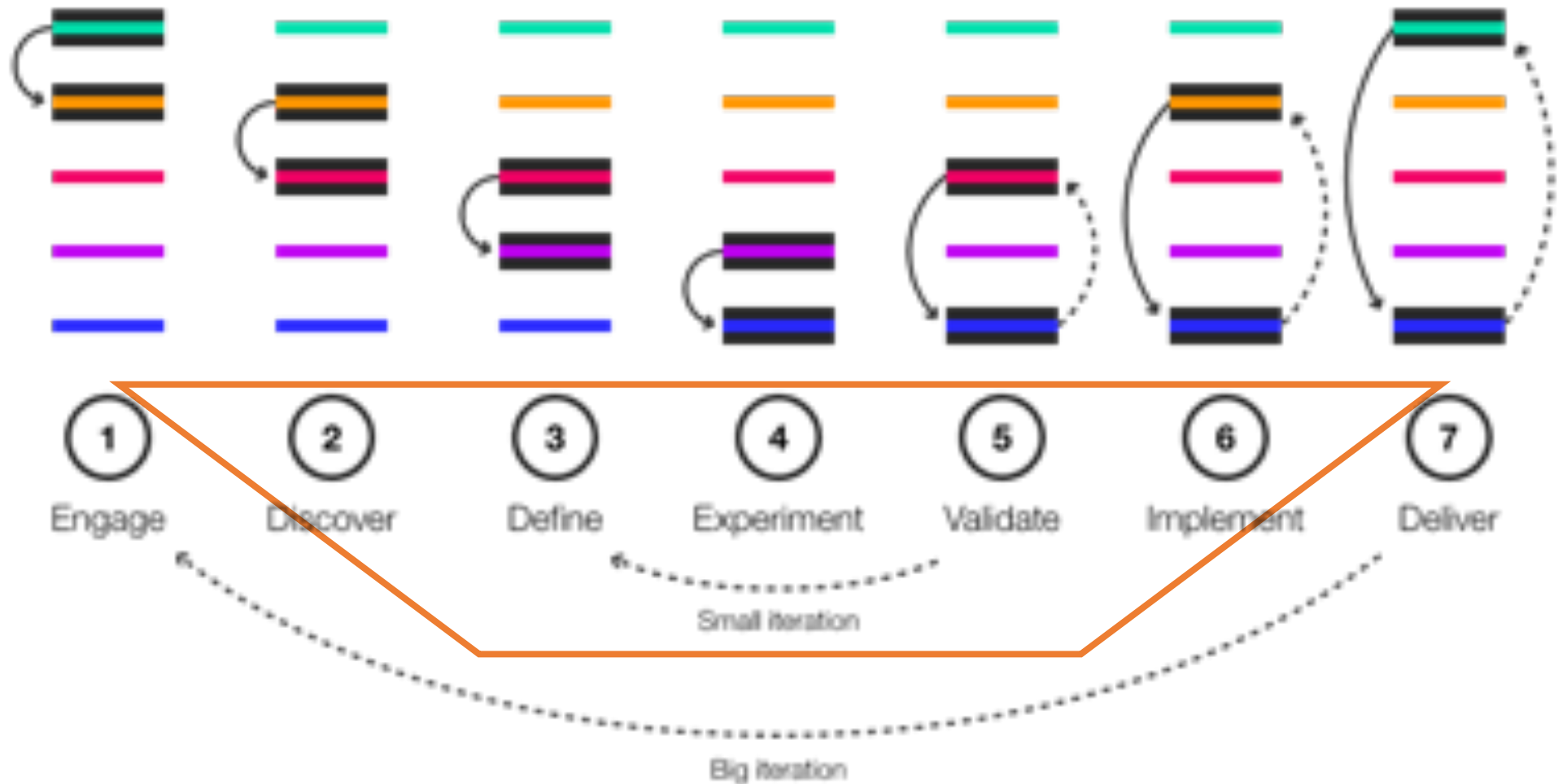
Big Picture

Anatomy

Frames

Design Space

Rendering





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Digital Architect

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///

SuperPower:

Reframing to purpose,  
coherence and impact

# /// SUPER POWER REFRAMING THE ENTERPRISE

THE PURPOSE

THE CONTEXT

THE HERE&NOW

CURRENT

FUTURE

RELEVANT  
THEMES

NEW PARADOXES

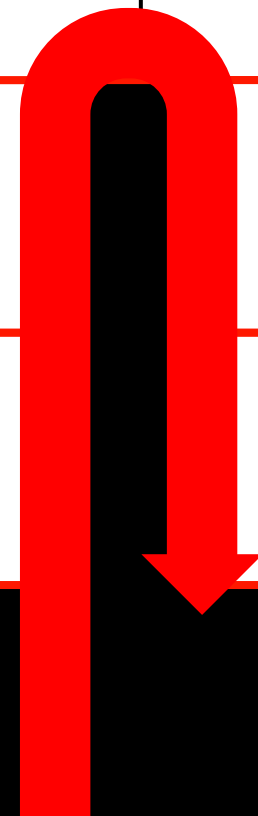
NEW FRAMES

FIELD  
CONTEXT

FEASIBLE  
FUTURES

INITIAL  
PARADOX

SHORTTERM  
SOLUTIONS



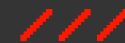


**MARLOES SIKKEMA**

Innovation consultant,  
entrepreneurship expert &  
branded design thinker

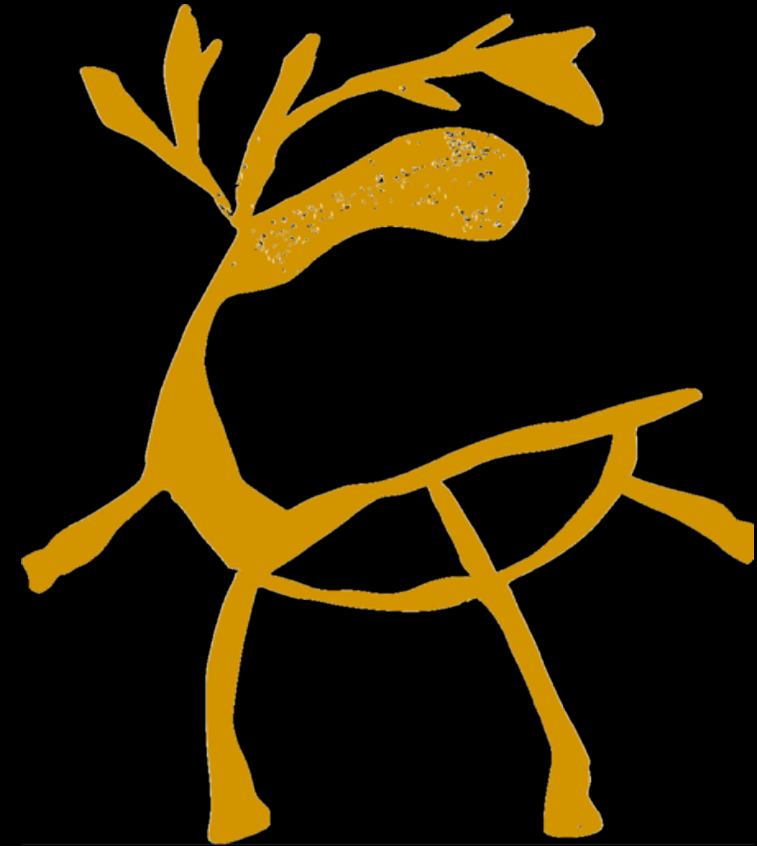
AMICA Innovatie

[Marloes@amicainnovatie.nl](mailto:Marloes@amicainnovatie.nl)



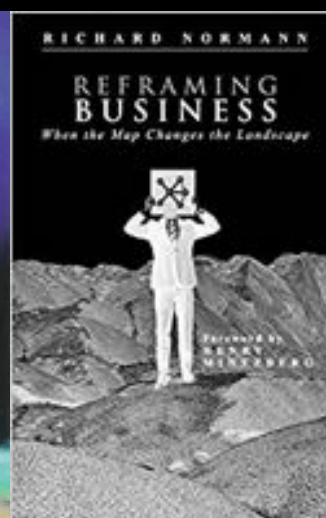
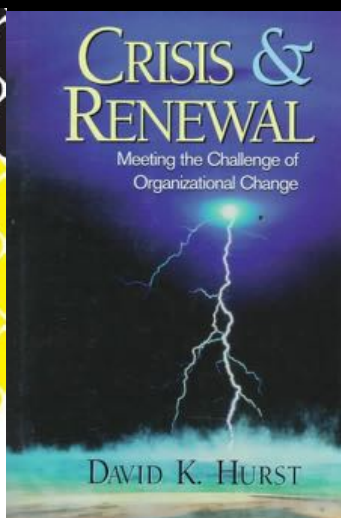
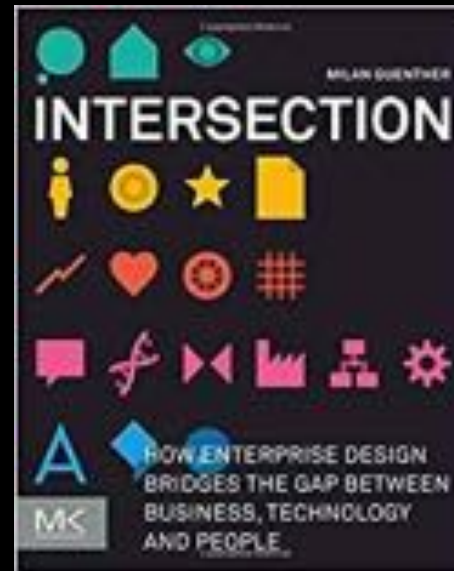
SuperPower:  
Purpose finding

/// SUPER POWER  
PURPOSE +  
PEOPLE +  
PROGRESS



LENITH | PURPOSE ANATOMY  
PURPOSE DRIVEN BUSINESS

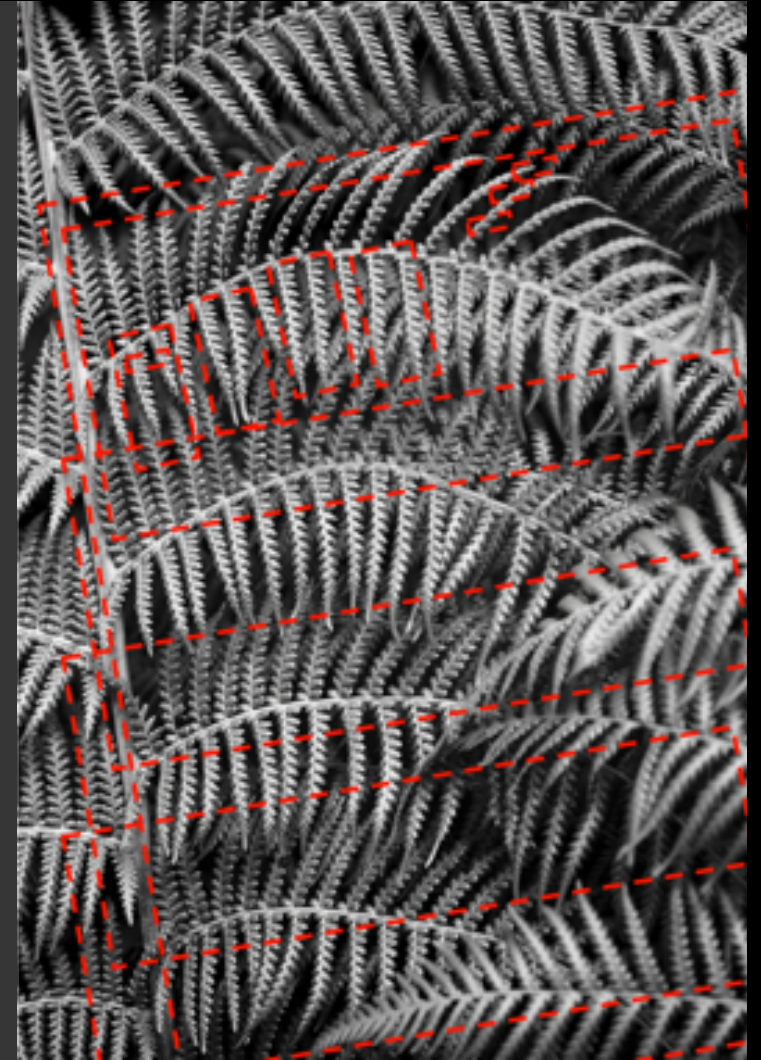
# /// LITERATURE OUR INSPIRATION





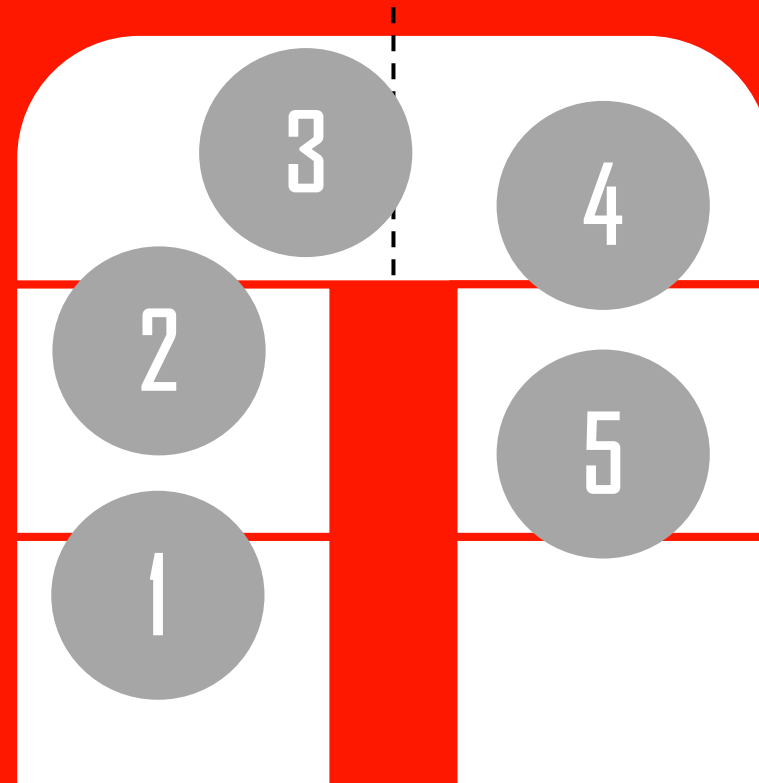
# MINDSET OF THE WORKSHOP (THE MARLOES/RIJK INTERSECTION'S MANIFESTO)

- /// Delight the intrapreneurs (EX)
- /// Enforce Decisions and Action every Sprint
- /// Set Paradoxes in their Context
- /// Design for intrapreneurship
- /// Respark the intrapreneurs' fire in their soul



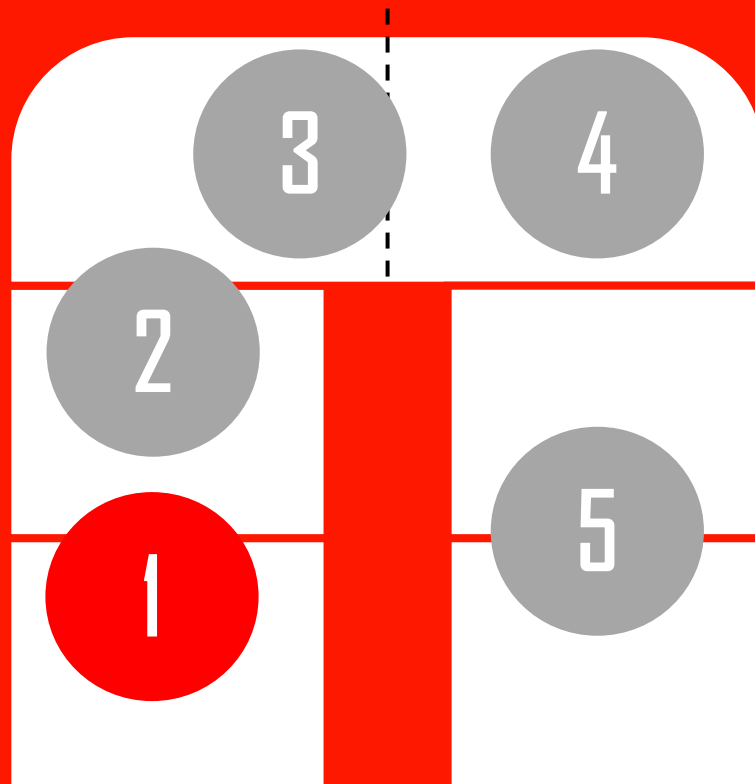
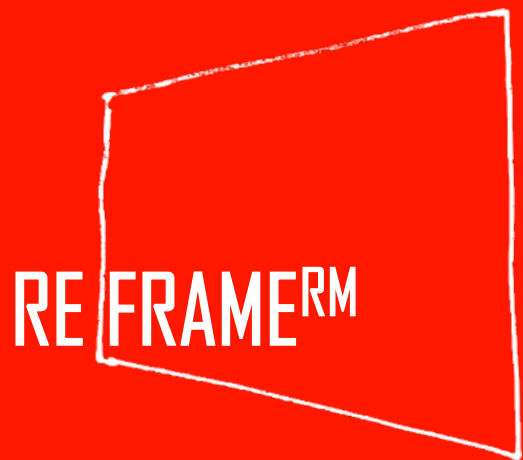


/// TODAY  
1 CASE  
5 ASSIGNMENTS

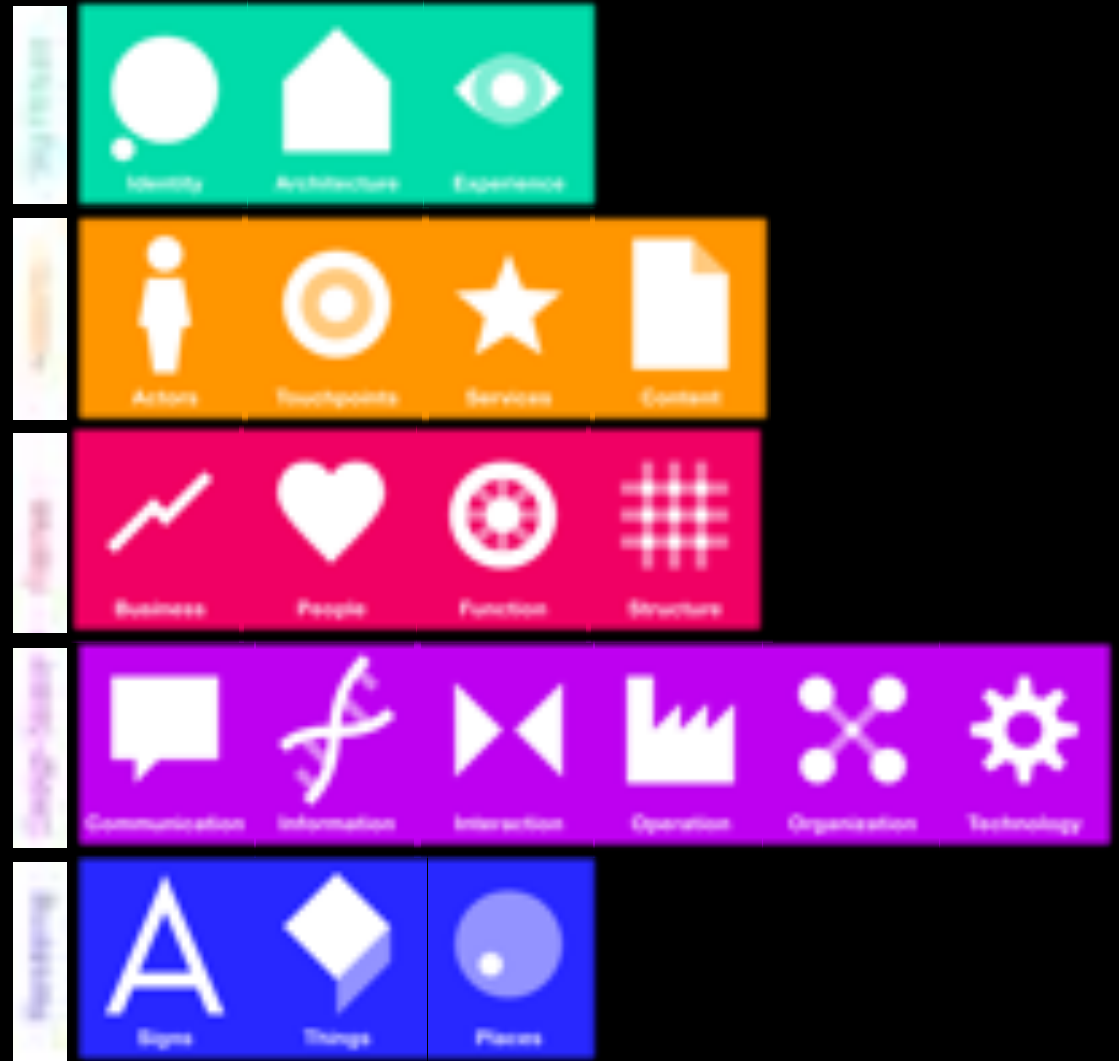


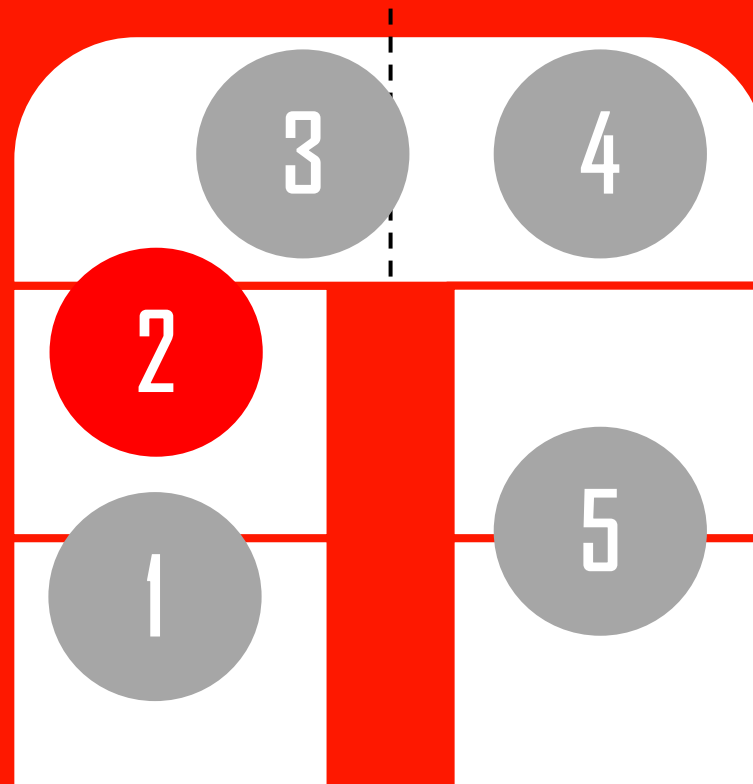
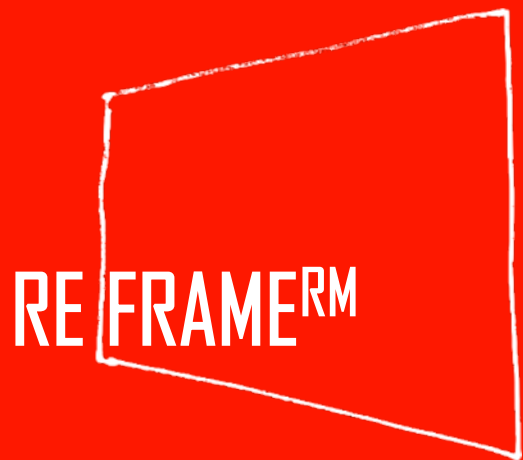


/// IT'S TIME  
ENTER THE  
ESCAPE GAME

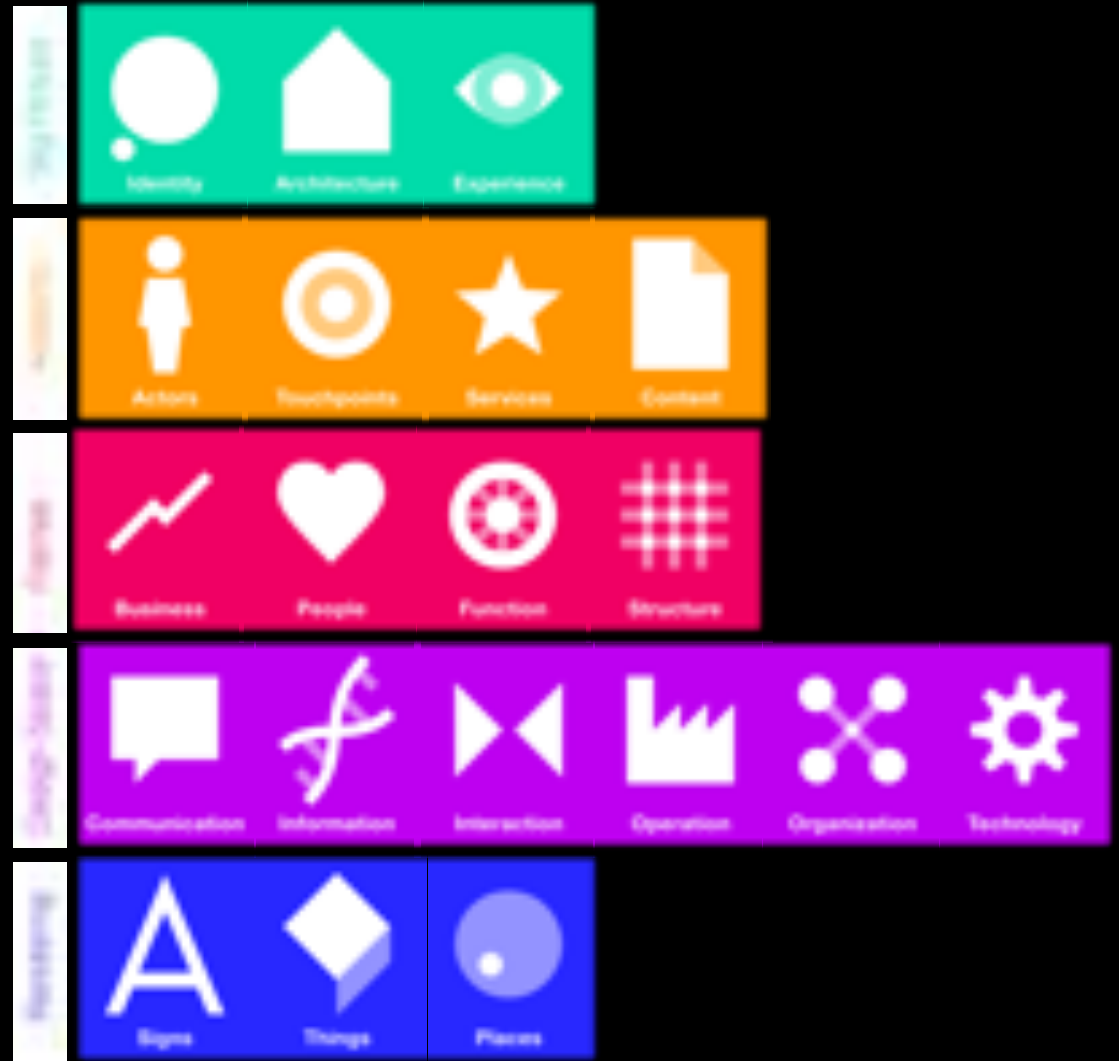


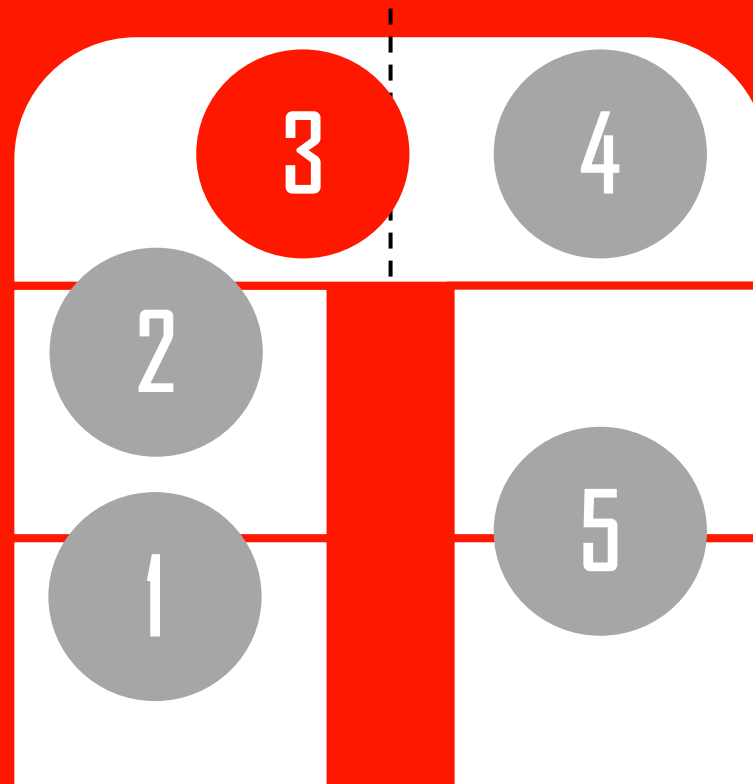
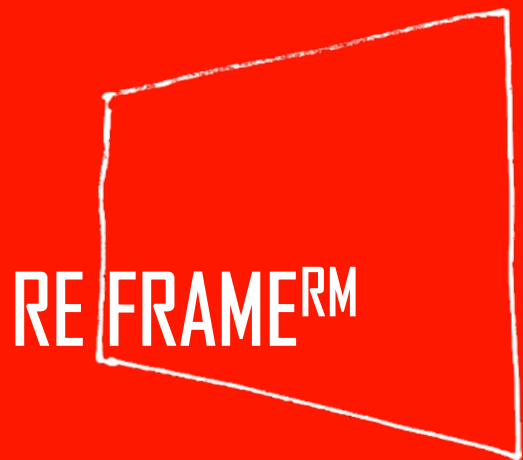
/// INSIGHT #1  
NAVIGATE UPWARDS  
IN THE FRAMEWORK  
WITH EVERY SPRINT





/// INSIGHT #2  
ESCAPING FROM THE  
CONTROL DILEMMA BY  
USING YOUR  
INTRAPRENEURS  
FREES YOU UP FOR  
HIGHER LEVELS







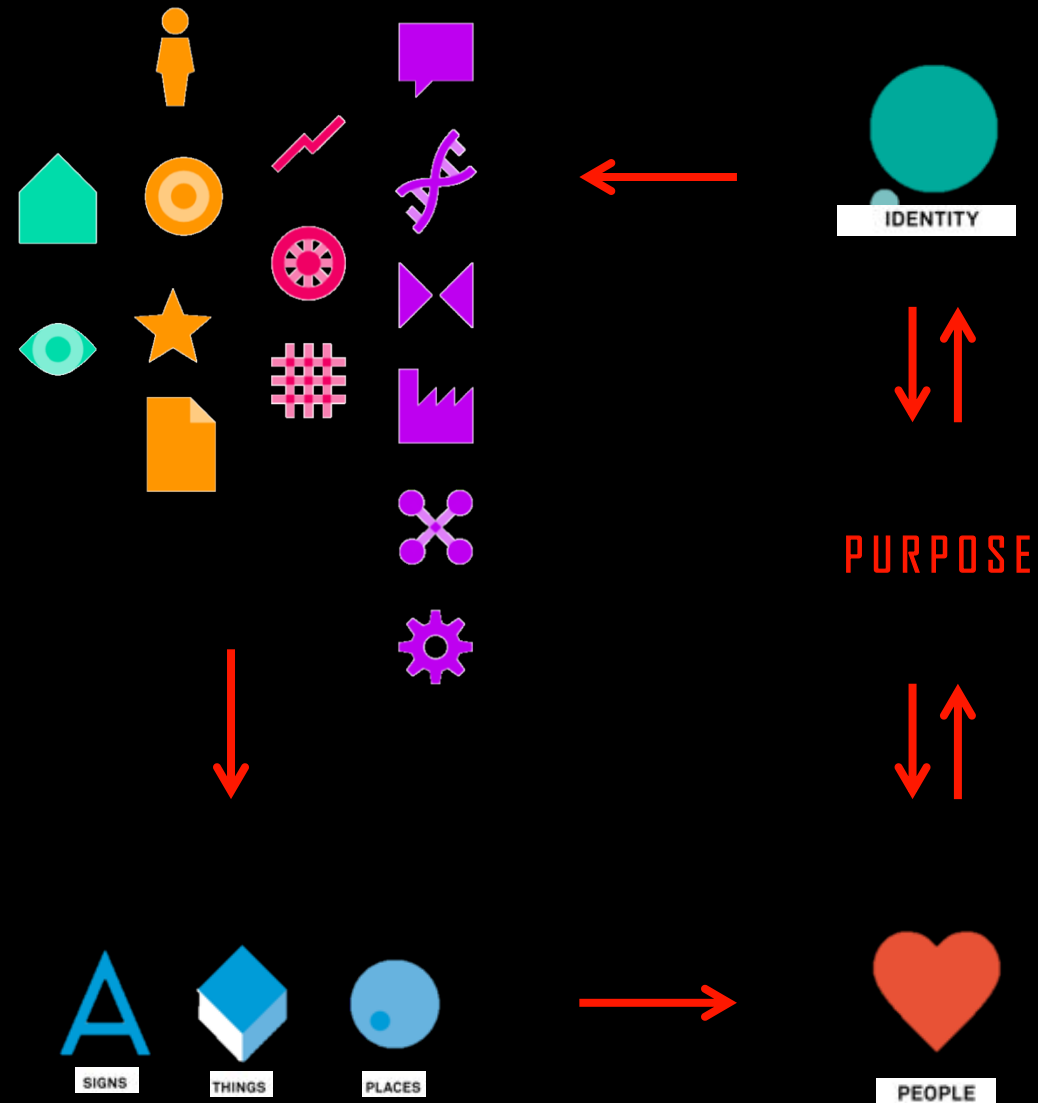
# /// INSIGHT #3 REFRAMING STARTS WITH THE SOUL

Purpose offers a sense of

/// DIRECTION for every reorganisation

/// BELONGING for employees

/// RELEVANCE for clients



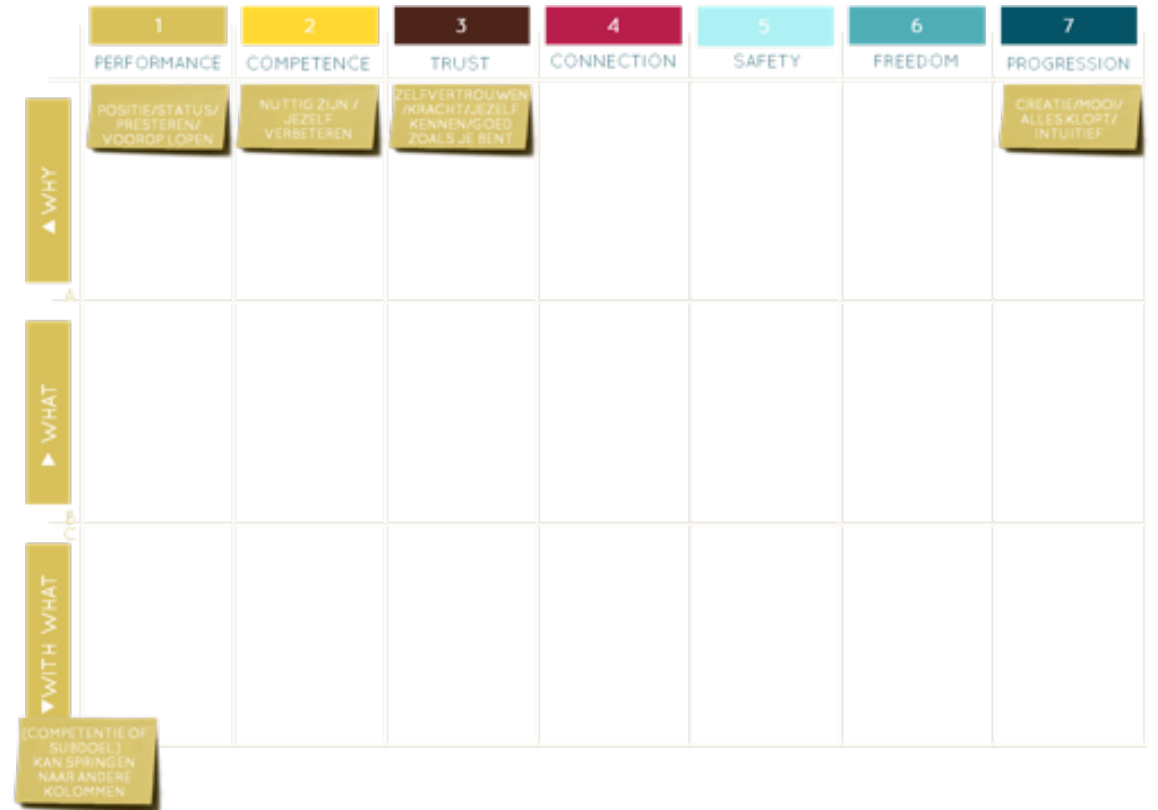
## REFRAMING LEVEL 3

### /// THE ZENITH VALUE SYSTEM

VALUE LAYERS: WHY, WHAT, HOW

What drives an organisation is hard to come up with out of thin air

/// ZENITH: science based choice



## REFRAMING LEVEL 3

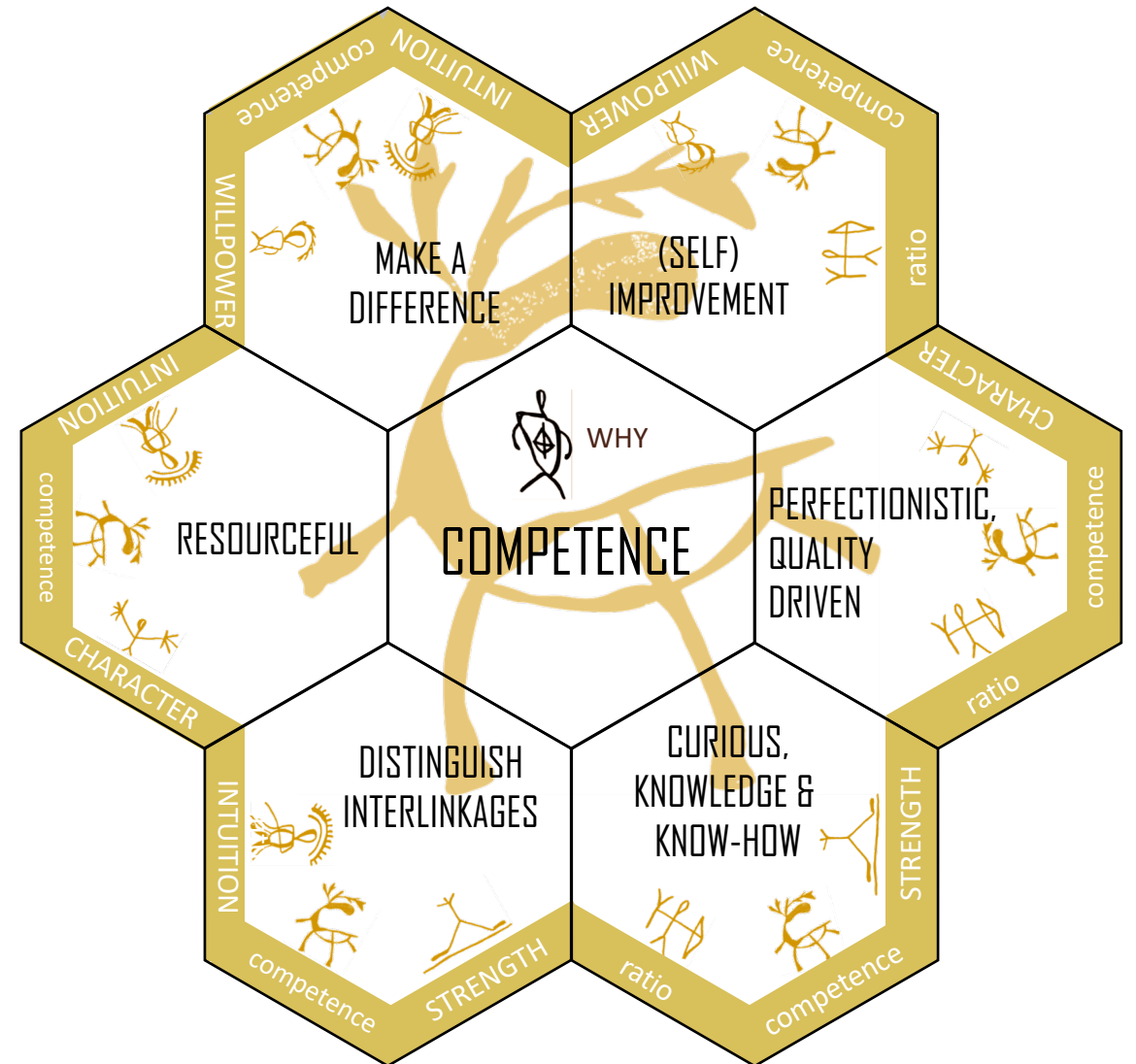
### /// THE ZENITH METHOD

#### PURPOSE ANATOMY

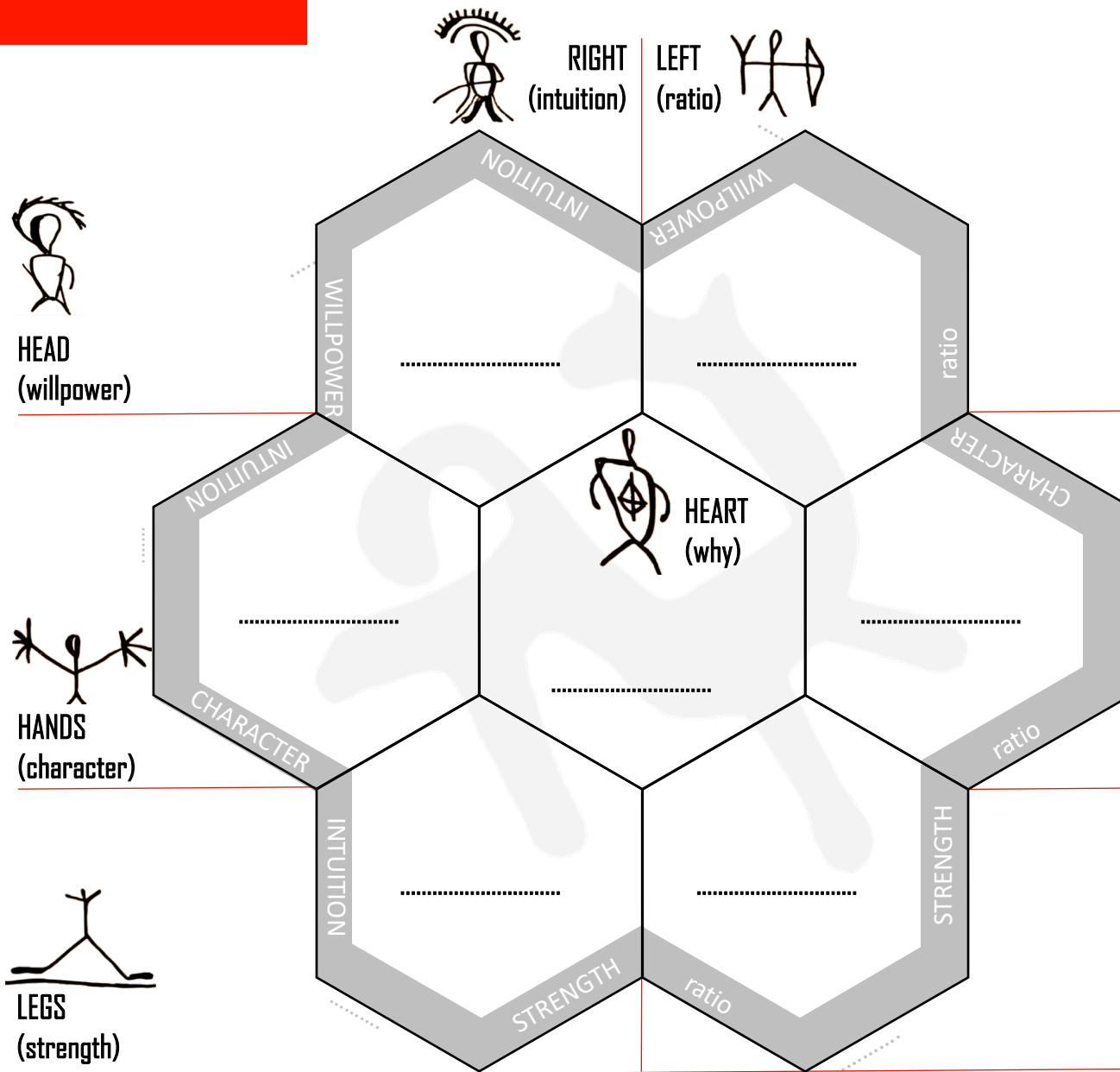
Ancient SAAMI method: what deep underlying interests actually drive the discussion?

/// NOT: personality traits

/// INSTEAD: values that lay at the foundation of a company's or person's decisions.



## REFRAMING LEVEL 3



FOX:  
PERFORMANCE



REINDEER:  
COMPETENCE



OWL:  
TRUST



FISH:  
CONNECTION



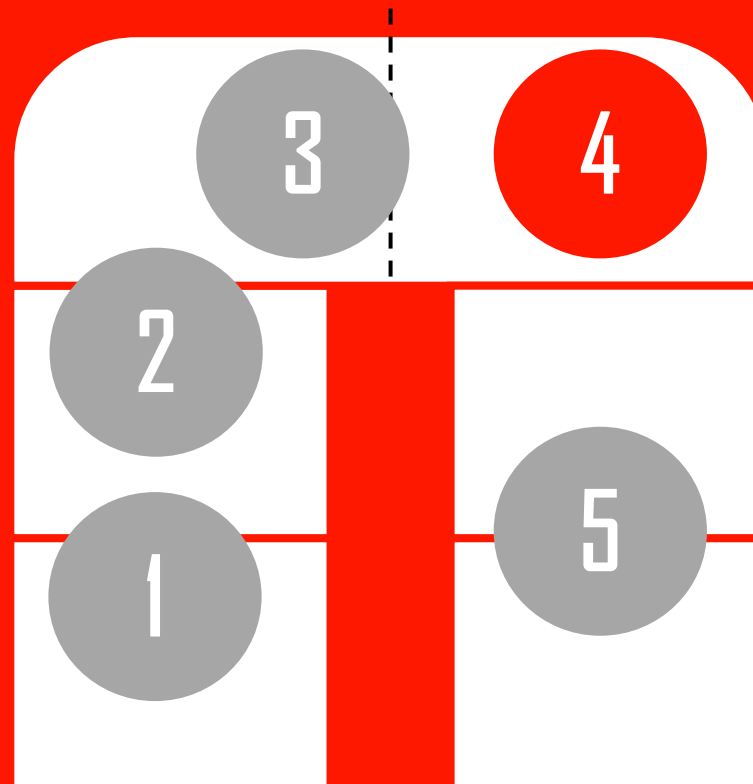
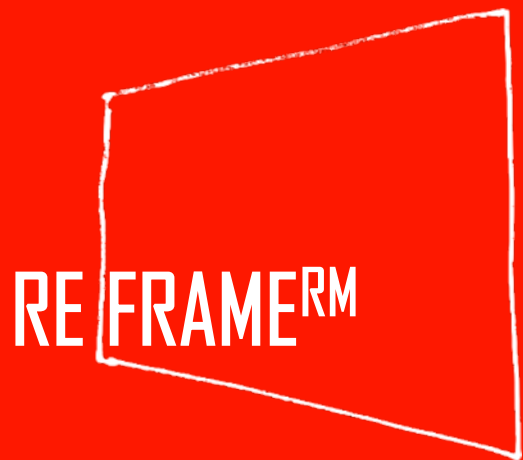
BIRD:  
FREEDOM



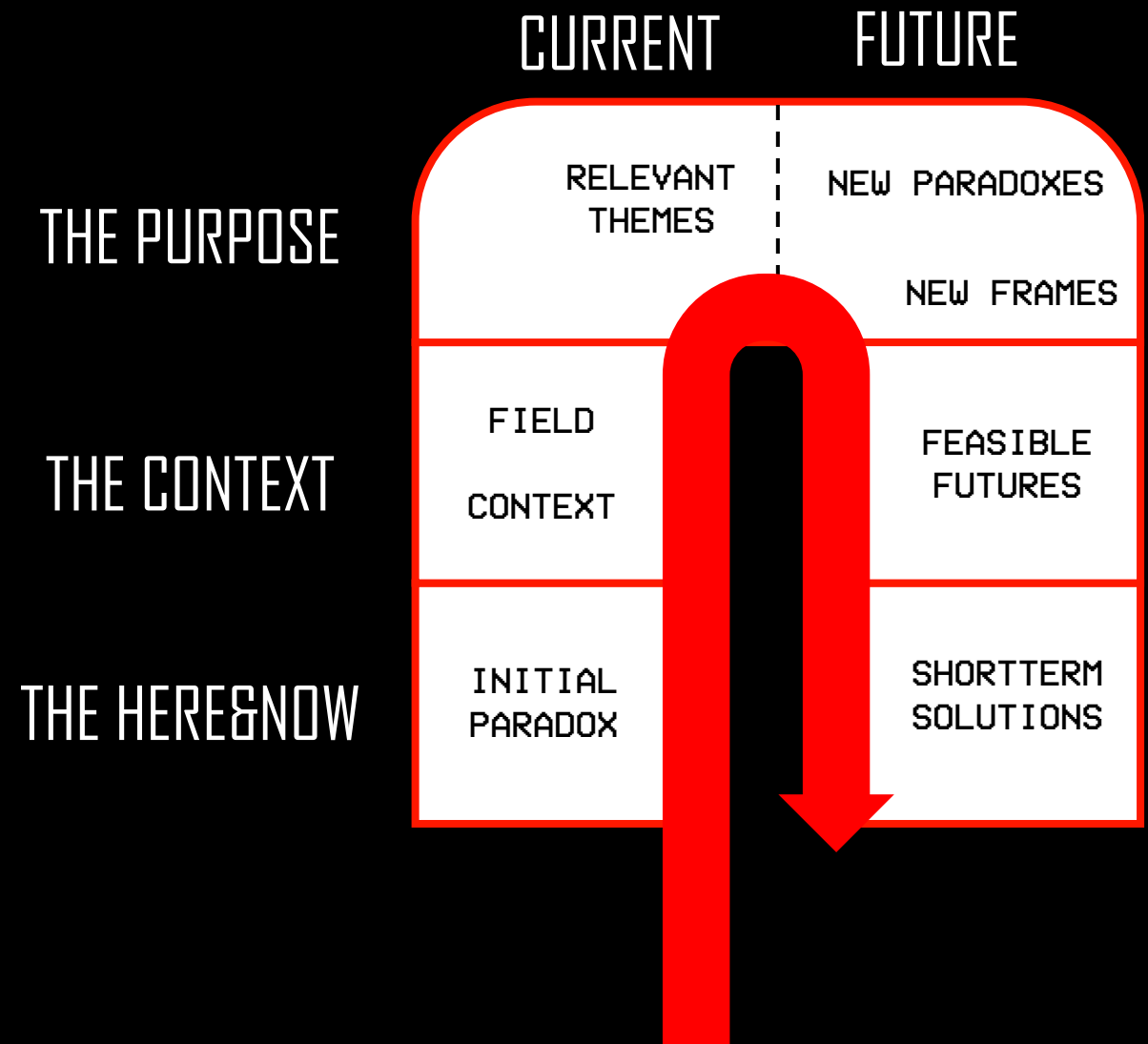
BEAR:  
SAFETY



OTTER:  
PROGRESS



/// INSIGHT #4  
SHARED DEEP  
MOTIVATIONS  
ARE A KEY THEME  
FOR REFRAMING



## REFRAMING LEVEL 3

### /// THEMES

are deeply personal but also highly universal

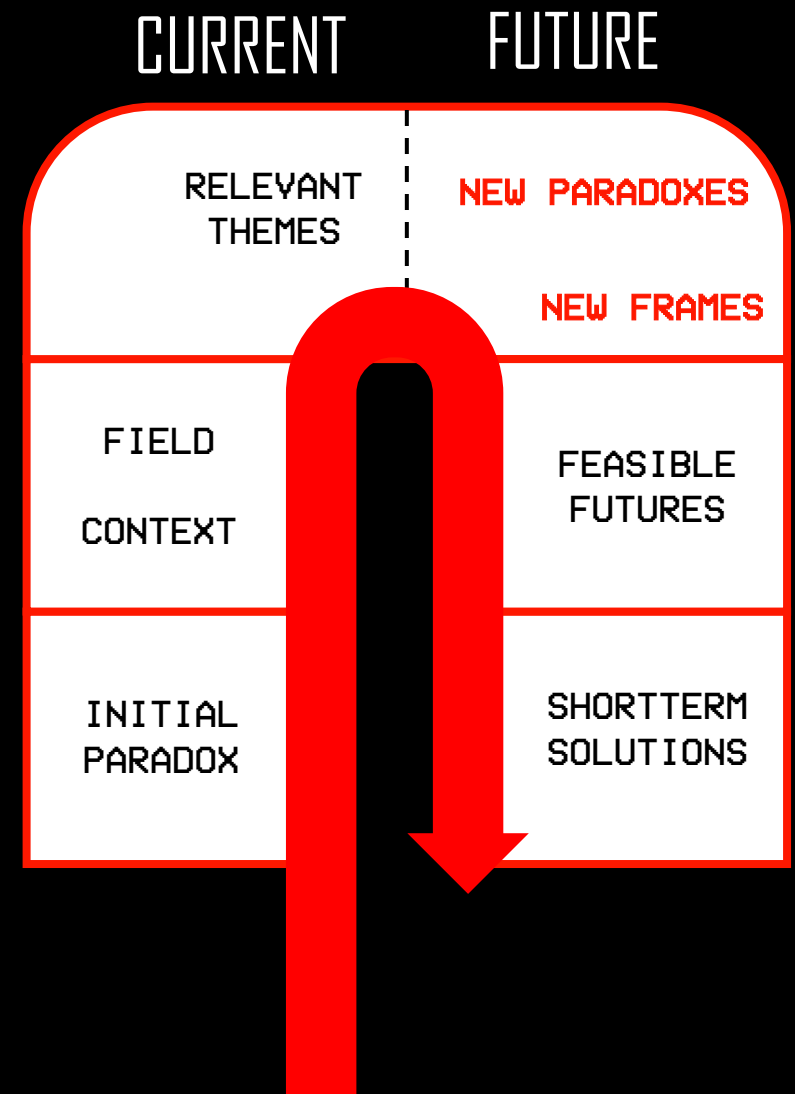
### /// MIX THEMES

and you gain a new paradox or frame.

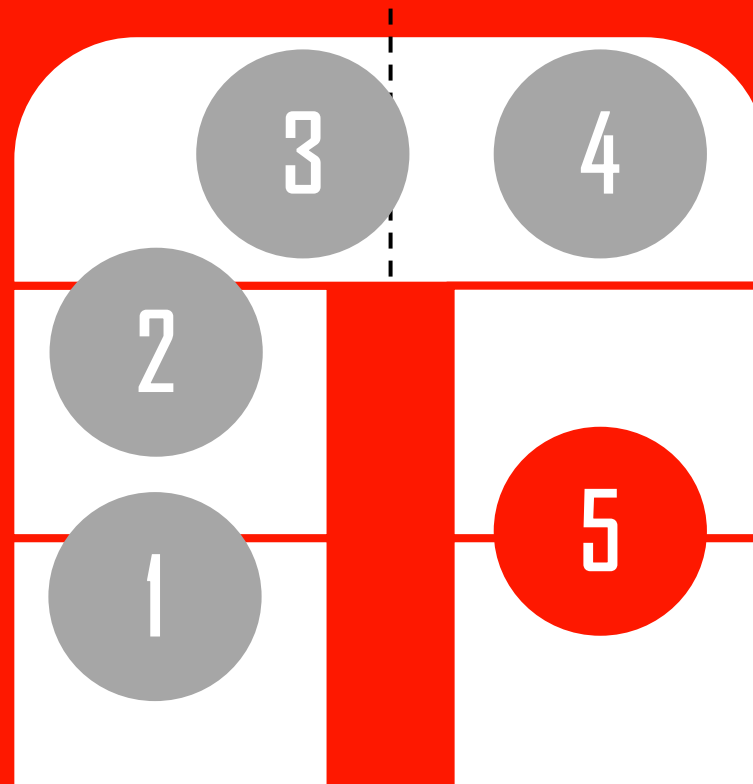
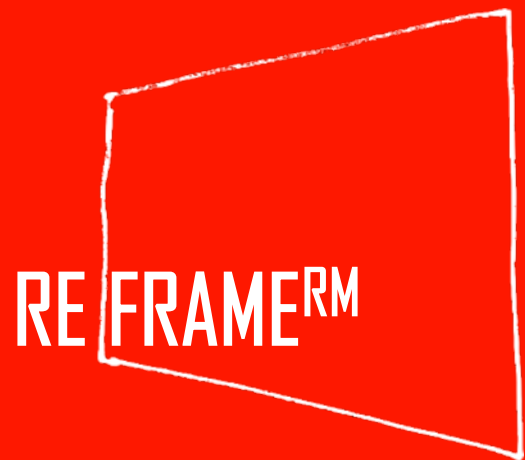
THE PURPOSE

THE CONTEXT

THE HERE&NOW







/// INSIGHT #5

REFRAMES: FRESH PERSPECTIVES  
TO GET FROM PURPOSE TO VALUE DELIVERY

/// INSIGHTS

WHAT HAVE YOU  
LEARNED?

# 1 NAVIGATE UPWARDS IN THE FRAMEWORK  
WITH EVERY SPRINT

# 2 ESCAPING FROM THE CONTROL DILEMMA  
BY USING YOUR INTRAPRENEURS  
FREES YOU UP FOR HIGHER LEVELS

# 3 REFRAMING STARTS WITH THE SOUL

# 4 SHARED DEEP MOTIVATIONS ARE A KEY  
THEME FOR REFRAMING

# 5 REFRAMES: FRESH PERSPECTIVES  
TO GET FROM PURPOSE TO VALUE DELIVERY