A Summary of the Sensing and Responding model developed by Steve Haeckel

https://vimeo.com/47280675
Sense and respond

Paradigm shift from ‘make and sell’ to ‘sense and respond’
Recognises that traditional planning not optimal for:
• Distributed decision-making
• Complex environments
• Rapid change
• Unpredictable developments and opportunities
• Local self-synchronisation

• The key is ‘coherent action at scale’
Sensing and responding requires:

**Strategy**
- design for action, not ‘a plan of action’

**Structure**
- a dynamic and collaborative network of capabilities not formal structures
- respond to what is happening, not what is planned to happen

**Governance**
- leadership provides context and coordination
- solutions are improvised as necessary
- accountability not based on actions, but results of actions
Adaptive Enterprise Transformation

With:

- Shared purpose and reason for being
- Shared situational awareness
- Shared stories and key messages
- Shared set of adaptive behaviours
- Shared techniques and technologies
- Shared measures aligned to the purpose

We can act autonomously but coherently towards our shared goals