



SEED Systems, Organizational Coaching description for Barr Fellows Organizations

Do you aspire to create a culture of vision, innovation, collaboration and effective action? We help mission-driven organizations accelerate innovation and action through organizational learning, authentic leadership and systems thinking. With over 20 years of experience working in every sector, we've helped organizations worldwide tap into the highest aspirations of their people and create measurable, lasting change.

Our strength is creating inspired, system-wide innovation. As pioneers of this work, we conceived the concept of “learning for sustainability” – integrating personal, professional and planetary mission- in 1994. Fostering leadership, learning and culture transformation inside of some of the world’s most dynamic businesses and NGO’s as well as convening and facilitating multi-stakeholder systems-wide initiatives, Seed Systems has helped move personal, organizational and planetary sustainability from a fringe concept to a core practice in organizations and communities worldwide.

In our view, it’s all about creating a world where every person is seen and valued, where all life thrives forever, and where every business, community, organization and person plays a key interdependent role. This is a life-long practice: a way of doing and being in the world. We marry audacious vision and bold action: the sky is the limit, on the ground is where it happens. Do both and change the world.

How we do it. Accelerated Bold Change (ABCs) in 10 steps:

1. Personal Vision: Identify and connect personal and professional purpose.
2. Shared Vision: Create collective power by joining your purpose with others.
3. Current Reality: What's happening now.
4. Identify the gap between your Vision and your Current Reality: sometimes known as "creative tension," this is the energy that powers your change.
5. Systems mapping: We map the system to figure out our strategy for bridging the gap between your audacious vision and your current day to day.
6. Leverage: From the map, identify areas of highest leverage for effective action.
7. Do the Right Thing: take Action with other key stakeholders: Action X, by People Y, by Time Z
8. Change the World.
9. Celebrate, assess, reflect, learn.
10. Renew your Vision

For much more about our work please visit www.seedsystems.net. Complete client list and testimonials can be found there at <http://www.seedsystems.net/clients/> and <http://www.seedsystems.net/from-participants/>. We look forward to working with you!