

# In the midst of change? Better watch out

**The trouble with change is that it often takes unexpected twists and turns.**

As a leader, you're right in the midst of it. You have no unique vantage point, no brakes to stop it while you make sense, and no reverse gear. And, in an evermore complex world, even small changes can have surprising and unpredictable consequences, despite the best laid plans.

Focusing on the change you want brings its own blind spots. While everyone's busy with their own projects, it's easy to overlook early warning signs of unforeseen issues – **unless you know what to watch out for**. And that can mean missed opportunities and nasty surprises for those in charge.

While experienced leaders and managers are all too familiar with such challenges, they've lacked the tools for working with them. Until now.

**Our Dynamic Patterning methodology delivers value** in two main ways:

- **Discover what's changing sooner.** New insights revealed by our award-winning research offer much needed clarity within complexity. They tell us *where to look* to discover weak signals about what's changing in your organisation. So you can learn faster about newly emerging opportunities and potential problems.
- **Take responsive action earlier.** Our methodology helps you take *responsive action* in live change. Rather than reacting automatically, based on old-world habits, you choose your responses into emerging patterns - and learn what works in the new world you're co-creating.

**Gain valuable, actionable insights** to manage 'unknown unknowns' in change.

Discovering early indications of bright spots and unlocked potential helps you seize opportunities faster.

Spotting warnings of new challenges, or the unexpected persistence of old cultural patterns, helps you tackle problems when they're smaller.

*For want of a nail the shoe was lost.  
For want of a shoe the horse was lost.  
For want of a horse the rider was lost.  
For want of a rider the message was lost.  
For want of a message the battle was lost.  
For want of a battle the kingdom was lost.  
And all for the want of a horseshoe nail.*

Far better than letting issues escalate and risking losing the proverbial kingdom, and all for the want of a horseshoe nail.

# Helping you lead effectively within change

## How we do it

We actively discover what is changing. We explore it with you. We enable you to take responsive action to influence emerging patterns of change.

While the patterns of change can be surprising and unpredictable, the process used to discover them is refreshingly straightforward:

- 4-Step process [Engage – Discover – Explore - Respond]
- Stands alone, or dovetails into an existing programme
- Plugs into any change or project methodology
- Further cycles make it easier to spot 'vital signs' of change.

This is just a taster of what to expect. We begin by working with you to develop a Discovery Action Plan tailored to your specific needs.

## When it's needed

It's never too soon to start. Make space now to develop new insights into your organisation's patterns of change, so you're ready for when you need them most.

**Most organisations are changing on many fronts  
and the consequences can be surprising and unintended**

**Don't get caught out.**

**Discover how you can work with Dynamic Patterning in change**

## Start the conversation now

You may have a specific project in mind, or maybe you don't yet know what you need. Start the conversation now to discover how Dynamic Patterning methodology can benefit you and your organisation.

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