# COCOONERS

N°16 - OCTOBER 2024 | MAKING IT HAPPEN

# MIND BEAUTY

OUR STORY IS YOUR STORY

## Embracing a collective experience of change

How can a multidisciplinary team in an addiction recovery community remain cohesive and recognize itself in a coherent identity in a moment of organizational evolution and generational change? Here is the story of the diverse Palombara [...]

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FROM THE FAMILY

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## Global Serious Games Fest 1st edition

The inaugural edition of the Global Serious Games Fest (GSGF) marked a turning point in the international landscape of serious games, extending beyond geographic boundaries to leave a lasting impression on all who participated.

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# WHAT'S UP

I'm exhausted; this job is harming my health..." A good friend recently told me he was on sick leave because he simply couldn't cope any longer. He'd stopped sleeping and eating normally, was experiencing physical symptoms (like palpitations, digestive issues...), and the stress he'd been carrying home for years was affecting his family.. His doctor had even advised him to stop working.

Who hasn't heard a similar story from someone close? The usual solutions we turn to in such situations have lost their effectiveness —and have been failing us for some time. It's no longer about attractive job offers, perks, or even high salaries. Issues like the Great Resignation, the lack of interest among young professionals, and labor shortages in key sectors all point to an unsustainable trajectory.
Organizations are starting to overwhelm people; trading freedom for security and salary is no longer appealing, and traditional structures no longer attract us. Rapid technological shifts and constant change are reshaping the foundation on which we build our future.

Many no longer want a "job for life" because life itself and even the medium-term future appear too uncertain. Instead, we aspire to something more—to a life that goes beyond work, where personal and professional life exist in harmony. Yet, as they stand, most organizations are simply not equipped to meet this need.

For organizations to promote health, we must rethink how we create environments that nurture our full potential. We need to bridge the gap between work and life, unifying our experience across all the human systems we belong to. Perhaps it's time to evolve our organizational models to support happiness and holistic health, honoring our true value as beings in the universe.

*IÑAKI PÉREZ*

Where do we begin?

I firmly believe that work should fuel your energy, not drain it. Work has the potential to be the perfect space where you find challenges, creativity, learning, resources and people that allow you to explore who you are and express your value. When what you do is aligned with who you are, this becomes immediately recognizable — whether you work in a school, a hospital, a restaurant, an office, or in a workshop.

Work should serve as a catalyst for energy, providing the opportunity to bring out the best in ourselves, leverage our unique talents and contribute meaningfully to collective goals. But this leads us to the question: What makes work beautiful? What allows us to express who we are when we engage with it?

The world we live in today is more unstable than it was just a few years ago. Anything can happen! The social systems that once supported families, communities, organizations and institutions are no longer sufficient. There is a growing sense of uncertainty — I can feel it in every conversation I have.
People are questioning established structures, seeking new ways to find meaning and purpose in their lives, and "work" remains at the heart of this search for fulfillment.
Why is that? Probably because its importance has remained consistent across generations. And why? Probably because people need people; we need strong, trusting relationships now more than ever.

When we cultivate an environment where we feel energized by our work and supported by those around us, we are not only helping individuals thrive but also contributing to the creation of healthier, more resilient communities.

*CLAUDIA PELLICORI*

The idea of "beautiful work" is not just about productivity or efficiency. It's about creating a space where we are able to express our superpowers. "Beautiful work" envisions a new economy that takes care of human well-being, nature, ecological and societal health — rather than profit above all else. This is what will propel us forward together.





I remember the first time I was part of Cocoon Pro's circle of stories. A glorious summer night, a dome filled with stars, new and seasoned colleagues sitting all around, waiting for someone to start. The subject was the company, the rules were very simple. What came out was quite rich: stories about past deeds and future desires, stories that cross perceptions at the intersection of generations, stories that tell who we are, what we stand for, what turns the light on and off inside each one of us.
The idea is that the true heritage of a company is rarely written in the book of statements, but lives in the hearts of its people, in the memory of what happened and the individuals' unique perception of how it went. That's what a circle of stories helps unveil and share.
If you think about it, it's not in the sanitized versions of official speech, but rather in the intricate complexity of daily endeavors - rich in tensions, paradoxes, as well as laughter and memorable feats - that our sense of belonging finds its nest and the untamable energy of our engagement is nourished.
Be mindful of that. Be mindful of the stories that can be told once the wild space of a circle bursts open. If you think it's too romantic, if you think a custom like this has no place in business, I hope you can make some room for wonder and give it a try.

Stories do not speak in numbers, indeed. But they know what moves the stars and the acts of people. They know, as much as we may have forgotten, what this business of life on Earth is all about - and never give up in whispering their instructions. And if we open a space for them to be told, one day they might come, full-winged, to propel our collective swarming into a future worthy of our longing and our most authentic gifts.

*LETIZIA PIANGERELLI*

Envision a forest where fire sweeps gracefully through, a transformative blaze that brings light and clarity rather than destruction. This fire breathes life into the landscape, consuming the old and the withered, leaving behind not just ashes but an open canvas upon which new growth can flourish.

Regenerative practice beckons us to embody this fire, challenging us to confront the stagnant beliefs and rigid frameworks that confine our thinking and our relationships. It invites us to clear away the dense thickets of habitual behavior, to expose the rich soil of possibility beneath. In the aftermath of this cleansing, we find ourselves on the brink of a new beginning, a fertile ground rich with potential for a world that thrives in abundance rather than scarcity.

In this journey of renewal, anti-oppression work and Indigenous wisdom illuminate our path, guiding us to recognize that regeneration is a collaborative endeavor—a symphony of voices, perspectives, and experiences that weave together in harmony. Each of us plays an essential role in this grand tapestry of life, where the well-being of one is intricately linked to the well-being of all. As we engage in this work, we cultivate a future rich with respect, equity, and kinship, where every action is a note in the melody of renewal.

Together, we create not just a sustainable world, but a vibrant, flourishing ecosystem that pulses with vitality. This is our legacy—a world where every being thrives in unity, a place where the promise of tomorrow is nurtured in the embrace of a deep, abiding relationship with the land and each other.

*RACHEL MALEK*

## WORK HARD. PLAY HARDER

SOME OF OUR HIGHLIGHTS FOR THE FIRST HALF OF 2024

### COCOON CORE TEAMS
- 5 ACTIVE CORE TEAMS
- 11 PEOPLE INVOLVED
- 3 COUNTRIES INVOLVED

### KEY INITIATIVES
- 1 OHANA MEETUP
- 1 PODCAST SEASON
- 1 TRAINING SPRINT CAMP

### CP OPEN GOVERNANCE
- 1 NEW CONTRIBUTOR
- 6 PEOPLE SHIFTS
- 6 COUNTRIES INVOLVED

### TALKING ABOUT US
- THINKING WITH YOU
- DIANOVA
- THE GOOD IN TOWN

**FROM THE FAMILY**

We are glad to share the pages of this number of Cocooners with Alef, one of the most committed orgs when it comes to help organisations in developing the conversation they need to be in contact with their markets and keep their people engaged.

# WHEN ORGANIZATIONS MEET: A JOURNEY THROUGH BOUNDARIES

ALEF Consulting

alefconsulting.com

In the dance of organizational life, there exists a moment of profound possibility: when one living system encounters another. This exploration examines such encounters, revealing how they generate new meanings and possibilities - a stark contrast to the replicative nature of artificial systems. Through this journey, we discover how authentic organizational meetings become spaces of mutual discovery, transformation, and unexpected revelation. The context is the Beautiful Work Week 2024. Two actors among others: Cocoon Pro and Alef Consulting.

**The Art of Encounter**

Welcome to my world: it's an exercise where people in dialogue are expected to anticipate listening to somebody else with their own story about the "you" they are making contact with. Literally: before I hear from you, let me tell you what I think I already know about you, let me tell you the story I tell myself about you.

Crossing boundaries is both delicate and profound. They can be as thin as a tickling crossing into my attention, and as thick as an ocean dividing the in-betweeness amidst two Continents. Flying is different from driving through borders - you can end up crossing multiple boundaries without a sign or awareness. Similarly, we cross the permanent yet permeable boundaries of organizational systems, sometimes without realizing the magnitude of what's transpiring.

**In the Space Between**

This understanding deepened through our encounter with an organization - Cocoon Pro - that emphasized creating "organizzazioni in cui stare" - organizations to truly be in. Their approach rejected mechanical, reductionist views in favor of adaptive, living systems. Through facilitation-centered practices and experiential learning, they demonstrated how organizations could integrate personal needs, desires, and potential into their very fabric. Their distinctive traits emerged: a holistic organizational philosophy, strong emphasis on emotional intelligence, and a sophisticated understanding of group processes that views organizations as living systems rather than machines. They balanced structure with emergence, play with serious purpose, individual experience with collective meaning.

**Generation vs. Replication**

Here lies a crucial distinction: while AI systems replicate and potentially degrade through iteration, organizational encounters generate genuine novelty. The digital world faces what Frédéric Merlin identifies as "progressive impoverishment" - where AI-generated content overwhelms authentic human expression. After multiple iterations, AI systems amplify their biases and imperfections exponentially, creating what we might call "digital entropy."

**Mirror of Discovery**

Through this encounter, we discovered ourselves more deeply as a living paradox - both rigorous and unorthodox, valuing both structure and emergence. We found our identity as a generative space where collaboration isn't just methodology but our fundamental pattern of being. As boundary artists, we learned to create safe spaces while challenging comfort zones, maintaining professional rigor while fostering human warmth.

**The Finding in the Lost**

As Gibran wisely noted, "between what is meant and not said, and what is said and not meant, most love gets lost." Yet in authentic organizational encounters, something remarkable happens - the lost can be found. While AI doesn't mean something (it merely processes), it is the human that makes contact with AI that makes meaning. Organizations are reticular networks of meaning, where meetings can let discoveries emerge, meaning form, and love happen.

Through such encounters, we come to know more about who you are and, remarkably, who we are. With that knowledge, AI can become an enabler. Without it, AI remains trapped in cycles of replicated entropy. This is the profound truth of organizational life: in meeting each other authentically, we don't just exchange information - we create new worlds of meaning.

Our experience at the Beautiful Work Week 2024 stands as testament to this truth. What began as a simple decision to sponsor an event, based on intuitive trust and limited knowledge, became a journey of mutual discovery and organizational revelation. It reminds us that in every authentic organizational encounter lies the potential for transformation - not through replication, but through the genuine generation of new possibilities, new understandings, and new ways of being.





## COCOON PRO WEB HIGHLIGHTS

### Going Incremental: Embracing the Emergence of a New Organizational Setup

This is the story of a fast-growing scale-up that, in a crucial phase of its lifecycle, decided to bet on her internal, widespread ...

### Developing Successful Organisations: The Key Role of the Facilitator

How can a team express its full potential? How can it truly perform? There are very effective answers to this question, that we have learned in many years of work with a rainbow of high ...

### What does it take for a team to perform at its best?

As the functioning of our organizations becomes more fluid and modular to accommodate the rapidly changing context, our teams turn into the single most impacting ...

www.cocoon-pro.com

**Cocooners** - n° 16 - October 2024

**OUR STORY IS YOUR STORY**

# EMBRACING A COLLECTIVE EXPERIENCE OF CHANGE

**SOME DATA**

2 FACILITATORS | 3 WORKSHOP | 11 PARTICIPANTS | 6 WORKING DAYS

How can a multidisciplinary team in an addiction recovery community remain cohesive and recognize itself in a coherent identity in a moment of organizational evolution and generational change? Here is the story of the diverse Palombara Community and how they have embraced the challenge, stepping forward with courage and openness. Together, they have experienced a collective journey of discovery, revealing the everyday wisdom that guides them.

## WHY WORKING TOGETHER

The Dianova Community of Palombara is an addiction recovery community nested in the greenery of Sabina Laziale, surrounded by olive trees. The multidisciplinary team supporting the men and women there consists of professionals from diverse backgrounds, united by a shared commitment to make a difference and offer genuine help to those navigating difficult moments in their lives. The reason for starting the collaboration with Cocoon Pro was the arrival of a new Director and an organizational and management shift, but what unfolded went far beyond this initial need.

## THE POWER OF LISTENING

As usual, we started with listening and observation, focussing on three key dimensions: identity, trajectory, and context. We created a safe space for each team member to express who they were, share their thoughts, and express their feelings at a deeper level. From there, we built on the insights that emerged, on the needs that surfaced, on the dynamics that developed, and on the evolving relationships among them. Each team member's impact on the lives of the people in the community's programs is profound, and their genuine care inspired us from the beginning.

## IDENTITY AS A PIVOT

The work on the identity was essential in helping participants recognize and appreciate both their current and aspirational selves, fostering greater self-awareness and a clear sense of their developmental direction. We aligned personal values with future goals, enhancing commitment and motivation to achieve meaningful milestones. This process also clarified each participant's vision for growth, inspiring choices, behaviours, and habits more aligned with their aspirations.

## ENHANCING TEAMWORK AND TRUST

Working on collaboration and communication enhanced the quality of teamwork, fostering openness and trust. In a setting with diverse ages, levels of seniority, and areas of expertise, going beyond assumptions, clarifying work methods and establishing shared guiding principles was essential—especially within the complex dynamics of a recovery community. This approach boosted motivation, accelerated the development of collaborative solutions, strengthened the ability to face challenges together effectively, and deepened each team member's sense of belonging.

## THE VALUE OF WORKING TOGETHER

Promoting and enabling ownership, delegation, and alignment strengthened the team's trust and sense of responsibility. This approach encouraged team members to be more proactive and focused on shared goals, enhancing the quality of decision-making and collective responsiveness. The clear result is a more united and motivated team, capable of adapting to the daily constant challenges – both small and large – while creating value for the team, the users, and society as a whole.

## FINAL THOUGHTS

"Creating the right environment to encourage participation, harness collective intelligence, and mediate diverse viewpoints were just a few of the elements that emerged during the meeting. The journey with Cocoon was incredibly energizing; the consultants instilled a remarkable positivity that benefited all participants. Ideally, all successful training programs should be replicable. This one certainly merits our full consideration."

*Renato Pocaterra*

**LIVE FROM THE ECOSYSTEM**

Here's to the system of value flows we work in. Our ecosystem. No initiative, tool, competence, result can exist without roots in the liminal spaces between these flows, between organizations, across narratives. Enjoy.

**NURTURING SHARED VALUE**

# Global Serious Games Fest 1st edition

The inaugural edition of the Global Serious Games Fest (GSGF) marked a turning point in the international landscape of serious games, extending beyond geographic boundaries to leave a lasting impression on all who participated. On November 14, cities across Italy, Argentina, Colombia, Peru, Spain, Brazil, and Portugal became hubs of learning, exchange, experimentation, and cultural connection centered around Serious Games.

This event was a key part of the Beautiful Work Week, organized to focus conversations on regenerative work. In this context, Serious Games emerged as tools for fostering the engagement of the whole person, introducing approaches and dynamics that are often missing from the daily routines of teams and organizations.

The added value of the GSGF lay in its ability to attract and unite diverse participants from the ecosystem into a shared space for collective learning. Each workshop was designed to offer participants a firsthand experience of what it means to "play seriously," while encouraging deep reflection on how these tools could be effectively integrated into everyday professional and personal settings—achieving outcomes that are often difficult to reach through other means.

The GSGF also provided a stage for the world premiere of the Serious Games System (SGS), a modular and adaptable framework meant to revolutionize the use of Serious Games. SGS goes beyond individual games, enabling organizations to harness the power of serious play in any context and with any tools available. This was a pivotal moment for GSGF, offering a new perspective on how serious play can bring transformative experiences to organizations, teams, and daily life in ways that other methods cannot achieve.

Supported by the Global Serious Games Institute, the GSGF was an international initiative fostering the growth of a global ecosystem and promoting intercultural dialogue. Each participant returned to their own context with not only new skills but a renewed understanding of play as a key developmental tool.
This first edition was more than just an event. It reinforced the belief (if ever in doubt) that allowing people to engage fully—with their emotions, intuition, and instincts—helps them rediscover skills they may have forgotten or neglected. And we achieved this while having fun!

The GSGF offered a glimpse into the future of work: a space where Serious Games, learning, and evolution converged to create lasting impact on the professional and social ecosystem we all inhabit.

**STUFF WE'VE LOVED READING!**

### Moving Beyond Polarization in Service of Life | Reality Roundtable 10

There's a growing understanding of the need for biodiversity across ecosystems for a healthy and resilient biosphere. What if we applied the same principles to the way we communicate and use language to relate to each other and the world?

Watch the video

### The Most Creative Look to the Future: Imagination and Creative Practice in Service of Organizational Transformation

UN Global Pulse's paper, The Most Creative Look to the Future, explores how embracing creative practice and imagination can catalyse innovation and transformation across the UN system. It is ...

Read the full article

### John Fullerton: Collaboration and The Regenerative Economy Movement

What is the regenerative economy movement? Can it help us overcome our societal addiction to growth and transform the current economy? Joining us today to unpack these questions is John ...

Listen the podcast

Start from our public telegram channel
@CocoonPro





# OHANA MEETUP

What if the future of work could be as wonderful as our most inspired dreams?
The Ohana Meetup returns with a new and extraordinary Work Revolution Party, where those who envision a better world of work can come together in an authentic and vibrant atmosphere.
Since 2018, we have grown as a global tribe of pioneers, innovators, and game-changers. In each edition, we've created unforgettable memories, explored ideas and hopes, and recognized the interdependence that connects us, enjoying our time together and building bonds.

On June 20–21, 2025, get ready to unleash ideas and energy!. Save the date, stay tuned to discover the location on the OM website, and get ready for the 8th edition of the Ohana Meetup, where we will write a new chapter in the future of work together. We can't wait to see you!

VISIT
Ohanameetup.party

**SPOT ON: HERE'S HOW IT FELT**

When you resonate with a system, you can't help but feel the vibration of the sound created by the encounter. Walls Down – a project by Il Quinto Ampliamento, aimed at fostering the dialogue between profit and non-profit through discussion and concrete actions – produced exactly that!
Getting to know some of the organizations involved in this project was an intriguing and meaningful first step toward understanding their approach and goals. However, what truly left a mark was the day we spent together at the Dianova Therapeutic Community in Cozzo.
Stepping lightly into their daily life, participating in some of their experiences, and talking with both the staff and the people living their recovery journey in the community, was intense and significant. The welcome we received was incredible, and the care with which everyone designed and executed every detail of the day offered us a perspective we had never known before. The worlds of profit and non-profit aren't so far apart, and when they come together and look in the same direction, wonderful things happen!

VISIT
WALLS DOWN
ilquintoampliamento.it

THANK GOD IT'S MONDAY!

FRESH STORIES FROM OUR **PODCAST**

FOLLLOW US ON SPOTIFY

with Lucio Margulis

In questo episodio Alessandra Cianchettini e Lucio Margulis esplorano i retroscena che hanno portato Lucio a diventare un maestro nella facilitazione di Lego Serious Play, ...

Listen on Spotify

with Katherine Long

In this episode, Katherine Long and Selio Verzera explore the complexities of today's era, organizations, and their dis-connection with nature-based thinking. Katherine ...

Listen on Spotify

with Marquel Cormenzana

En este episodio, Anna Montanari y Marquel Cormenzana discuten sobre la importancia de utilizar el diseño de manera consciente para crear el mundo en el que queremos vivir ...

Listen on Spotify

PLAYING BEATS OF

# BEAUTIFUL WORK



**What kind of future are we giving life to, by how we work and why?**
**What would the world of work look like if it were more beautiful?**
Beautiful work is not just a hope for the future. It's here, everywhere. We welcome you to this carefully curated space where you can find insights, stories, ideas and resources that can support you in the journey of creating a reality of beautiful work, today.

**Stay tuned for additional stories and resources on the evolution of the world of work by subscribing to our monthly newsletter at cocoon-pro.com**

## REGENERATION IN PRACTICE: A SPACE TO REFOCUS

During the Beautiful Work Week, we explored the power of creating and nurturing spaces that sustain change. Regenerative, open spaces where new possibilities emerge. Your team, too, needs space to align, recharge, and make sense of things. A space to refocus and restart, especially on the edge of a new yearly cycle.
The time is now. We've designed radically relevant offsite sessions to foster clarity, motivation, and alignment, enabling effective resource use and actionable insights to seize opportunities and drive strategic growth. From team offsites to cross-organizational gatherings, we've seen how intentional spaces spark transformation and unlock potential.

Ready to refocus for the year ahead? Reach out and let's craft your offsite together!

## IT HAPPENED: THE BWW IN A NUTSHELL

The world of work faces critical challenges: digitalization, sustainability, and new worker expectations. Regenerative work, inspired by John Fullerton, focuses not just on sustainability but on the regeneration of resources, ecosystems, and human well-being.
A first step? Embracing a holistic approach to one's role and engaging all stakeholders in a cultural shift. This is what the Beautiful Work Week was all about; an inspiring space for meaningful discussions on economic, organizational, and societal dynamics.
"Regenerative work promotes innovation, collaboration, and co-creation, making work a positive force in the transformation of organizations and communities" says Stelio Verzera, interviewed by The Good in Town.
Get ready for #BWW25, we are already on it!
Subscribe to our newsletter to stay in the loop!

GET IN TOUCH

SUBSCRIBE TO THE NEWSLETTER

## BWW24 WAS A BLAST: WHAT MADE IT POSSIBLE?

There's something magical about how a diverse ecosystem can come together and make a blast. Since it was first conceived, the Beautiful Work Week rallied incredible partners bringing their expertise, energy, and connections to a vibrant co-creation effort! This dream could not be dreamt without our friends at Fattor Comune, Apropos, Startup-Business, Alef Consulting, and Fondazione Giacomo Brodolini. From this powerful core, we branched out with our amazing sponsors Ayros, Dual Communication, and Codice Plastico, who provided vital support to dream bigger. On and offstage, conversations brought this potential of collective impact to life, transforming #BWW24 into a celebration.

We are grateful to everyone who contributed to spark this magic!
Get a sense of this abundance from the words of the speakers in the YouTube playlist.

## WEIRD: AN INVITATION

The Beautiful Work Week was intended as a hub of inspiration and cross-contamination. With this spirit of contributing perspectives, an open invitation was shared to join WEIRD—the World Evolution Institute for Regeneration and Development. Born from the need to address our civilization's interconnected challenges, WEIRD is a living ecosystem designed to reimagine how we relate to life, catalyzing collective positive impact. Rooted in interdependence, diversity, and reciprocity, it offers a shared space where organizations and communities collaborate through open governance, creating streams of work that embody regenerative practices.

With its innovative frameworks, WEIRD stands as a beacon for systemic change. Curious to join this transformative journey? Dive into it and be part of this growing community.

WATCH THE PLAYLIST

DISCOVER WEIRD

# JAM NEWS

A Cocoon Pro Jam happens twice per year, at the beginning of each half. It is the most important CP governance event, open to all members and contributors and lasting two or three days. During the CP Jam we cocreate our direction for the next 6 months. Here below you can have a peek at our last Jam.

## HIGHLIGHTS

Our Summer Jam took place on the outskirts of Barcelona, in the cozy home of our coworkers, surrounded by an inspiring view. Cocooners traveled or connected remotely to be together to make sense of the last semester and make space for the focuses of the next 6 months to emerge.
Between walks in nature, good food and play, through a Lean Coffee approach we openly shared our unique perspectives, thoughts and imagination around the topics that are most important to us at the moment. The presence of new contributors was a gift to make the conversations richer and to weave new possibilities together.

## MY FIRST JAM

"The jam is a gathering in the broadest sense; for those who already know each other, it's a reconnection, and for those who have never attended, it's still a way to find themselves through conversations. It was enveloping, intense, and very enriching, a space for nourishment. The Jam is about connecting with people's stories and their experiences. It's the opportunity to glimpse something intimate in another person."

#Intimacy #Wonder #Vitality

**Rachel Hentsch Spadafora**

"I started to take on more roles with the governance and with the Music Shift, but being there with everyone in person and having that big picture view of things really made it more concrete what my role is and what the Cocoon ecosystem is as a whole. It was an iInspirational and energizing change to take a big picture look at Cocoon and another world."

#Rigenerative #Concentratedenergy

**Rachel Malek**



**Cocooners** - n° 16 - October 2024

## #CPJAM

@rachel.hentsch
Inspiring days with heart-centred people, brainstorming future possibilities at the CocoonPro Summer Jam. Thank you @pellicors @shiverpics @drritawrites @isabelabcaria @hoxeheome Giacomo and Rachel (my homonym!) for the space of collective envisioning. It was a pleasure and honour to be part of this conversation.

@pellicors
3 days of work, laugh, smile, post-it, cool people, #seriousgames, in order to shape the next 6 months #Cocoon direction. As always openness, listening, togetherness, learning, sharing are the key words of our #Summer #jam #CPjam #2024h2 w/ @cocoonpro @shiverpics @hoxeheome @rachel.hentsch @isabelabcaria and others amazing human being

@hoxeheome
#CPJam means people that build with passion the future. Many interesting conversations yesterday about different topics to generate opportunities and share different points of view.
Ready to start the second day #2024H2 @CocoonPro

@rachel.hentsch
How about this inversion: good times, good food, and good conversations...as a founding premise for good work? #CPjam

@shiverpics
"Left to figure out What it's all about When the sun comes up And the sun goes down Is there something more Than it was before There's an open door What are you waiting for Life is limitless, limitless Limitless" #CPjam #2024H2 the Dragon

@CocoonPro
Imagine a fully distributed company. How do alignment and sensemaking on where people are headed happen? This is our #lifeatCocoonPro and our answer to that question is: through our Jam.

# A WORD ABOUT US

## WHAT IS COCOON PRO?

Cocoon Pro is a last-generation company devoted to enabling a healthy evolution of the very concept of work, worldwide since 2011. Her customers are organizations longing for deep shifts in how people and technologies, together, can raise **unprecedented performance.**

It's been designed to be effective, open and adaptive for cultivating evolutionary mastery. First in Europe in devising **a completely emergent organizational setup,** and known globally as a "small giant" generating exponential value, Cocoon Pro is directly involved in the edge of international efforts **evolving work itself.**

We foster the birth of a world of work based on interbeing awareness and generative practices. And we know that this quest enables unparalleled levels of **relevance, resilience** and **resonance for our Customers.** We're able to design and co-execute tailored evolutionary paths for any organization on the many interdependent scopes of this scenario.

Our goal is to make this change really happen.

## HOW WE WORK

We work iteratively. Establishing a rhythmic *heartbeat* of small interventions for a deep and concrete evolution. Our commitment is to leave you better at *every iteration*, while we navigate towards your full potential. Our own way of doing so is called **Evolution Flow,** and it is the result of more than 10 years of experiences working with very different organizations all around the world, deep study across many decades of work and methodologies by outstanding giants, and — not least — a decade of collaborations with experienced professionals in the domains of org development, change, strategy, org design, psychology, team work, and much more.

The Evolution Flow is the art, science and craft of answering one simple and key question:

*What is the next natural step of evolution that this organization can make?*

As simple as the question is, finding good answers requires a profound respect for the **identity, context** and **trajectory** of each organization. It demands attention to the whole depth of the human system and, most importantly, to the intimate relationships between its technical and social layers.

The Evolution Flow integrates in a coherent framework entire systems of thought like Socio-Technical Systems Theory, Lean Thinking, Complex Adaptive Systems theory, and it is based on a few original conceptual frameworks of what a human work-system is and how it evolves towards its full potential.

Applying it is an iterative journey based on the careful repetition of three steps. First, disturbing the work system, introducing something that calls for an adaptation. Second, discovering how the system digests it, in the whole of its depth. Third, directing the energy that this variation generates towards the desired evolution, also building momentum for the next iteration.

We carefully introduce new *habits* as disturbances, able to nurture three types of evolution in harmony with each other: **operational, behavioral,** and **psychological** evolution. And we do it through the design and execution of group or large-group workshops, operational coaching, work-system design sessions, methodological and foundational inceptions, internal events, work-streams and communities seeding and evolution.

Learn more about the Evolution Flow here





## WHAT WE CAN DO FOR YOU

In Cocoon Pro we practice first-hand and continuously evolve today's most relevant work principles and techniques. These ongoing flows of learning, together with intense and continuous field operations at the side of national and international Customers, highlight Cocoon Pro as the ideal partner for true strategic and operational evolution.
We have designed our whole service framework to provide you with sound results in boosting three vital and interdependent characteristics of your organization: **relevance**, **resilience** and **resonance**.

### RELEVANCE

How to have a **bearing on your stakeholders' lives** in a rapidly changing world? Surviving as an organization implies keeping your relevance. Growing it, means attracting increasing streams of resources from all of your stakeholders and, ultimately, thriving.

### RESILIENCE

The rate of change is bursting. Your work scenario evolves quickly, and it impacts both your decision making and operational priority management. Resilience is, at least, the ability to adjust to the stress of these changes. At best, it is **feeding on it and becoming stronger and better**.

### RESONANCE

In a context of increasing complexity, the good news is that exponential dynamics are readily at hand. Instead of focusing on warfare-like strategies based on conquering and protecting, you can now tap into ecosystemic opportunities able to **amplify your energies** by orders of magnitude.

## THE TOOLS WE'LL BRING YOU

- We work with about 40 different tools, and commit to continuous mastery development on each.
- All the tools we use are devised to engage the wholeness of the person, rational and emotional.
- Whatever the mix of tools we design for, our utmost attention is on the flow experience of the participants, be it live or remotely.
- Over many years, we have seen all kinds of people having fun while achieving their greatest results.

**GET IN TOUCH WITH US, LET'S HAVE A CHAT**

CocoonPro
Evolution at work
www.cocoon-pro.com

In the evolution of your organization across the three scopes of **relevance**, **resilience** and **resonance**, we provide specific services in these nine different areas

# MEET LIQUIDO™

## What is LiquidO™

You might have heard of a new breed of organisational models, responding to the fast growing adaptability, engagement and collaboration needs within modern company structures. Or you might have simply experienced the sound problems of slowness, rigidity, bureaucracy, disengagement along with various kinds of waste and bottlenecks that "traditional" organisational models generate and suffer nowadays.

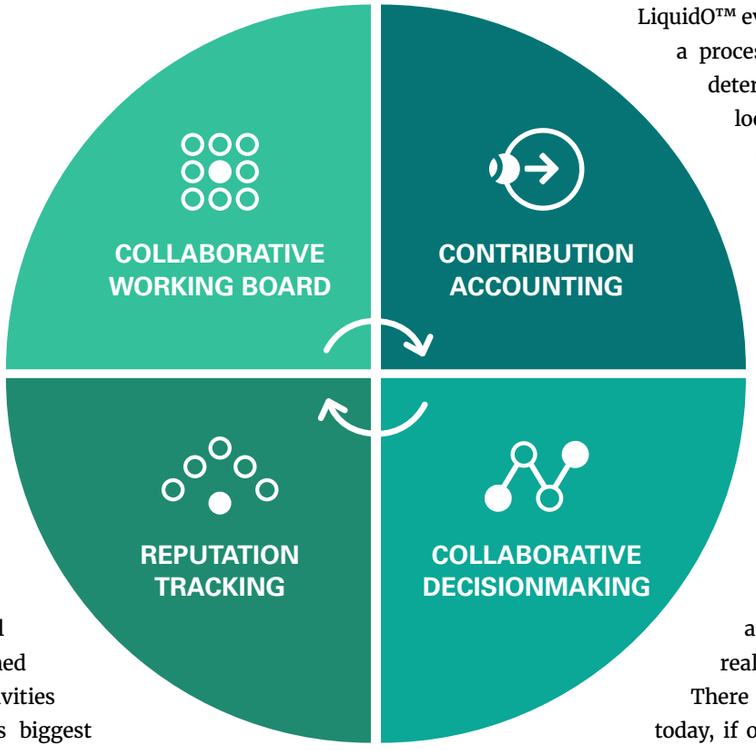
This is what LiquidO™ is all about: the original "liquid organisation" model for governance, born from direct experience within Cocoon Pro and in use in a growing number of for profit and not-for-profit organisations willing to get liquid.

Liquefying an organization means disrupting the industrial-age driven assumptions on which rigid structures are designed and move on to make it adaptive, dynamic and anti-fragile. Based on lean management and open collaboration principles, the LiquidO™ model is fluid, meritocratic and value-driven, enabling stigmergic behaviour and "organic" effectiveness.

## Why you would want it in your organisation

Rigidly structured organizations cannot cope with the current pace of innovation and its complexity, let alone exploit it. We need a completely different mindset and consequently new models. And we need them to be simple and people-centric.

This is exactly why LiquidO™ was born.




**1. Real-time adaptability.**

The industrial age organisational approach, where each area is defined as a restricted group of activities coherent to one another, has its biggest limitations in the risk to fall in fragmented, sealed administration and culture. As the company grows, so grows the complex ramification, branching and costs of these models. Lack of communication, heavy bureaucracy, disastrous efficiency.

The completely different perspective realized by LiquidO™, in fact relying on people and competences without fixed roles, provides an integrated and adaptive business management scenario shifted to a systemic approach, pragmatically meritocratic and inherently capable of real time adaptability to any context. It's just like water, some would say.

**2. Better and faster information processing.**

Hierarchies are a sound bottleneck both for decision making and competences evolution. Too many info to process in order to succeed. Moreover, on the other hand, the distance between where and how in the organization strategies are created, and where and how they have to be executed too often creates waste, lack of effectiveness or even complete failure.

Non-peer evaluation, silos and recruiting inefficiency are additional heavy side-defects of an organizational design philosophy based on the two illusions of control and predictability, and therefore actualized with structural divisions between thinking and doing.

LiquidO™ is a viable and operational way to let all the brilliant people in the company effectively emerge. Anybody can join each wave, surf it and enrich it, so to say. And leveraging different viewpoints, backgrounds and competences today is definitely critical to succeed in taking better and faster decisions.

**3. Engagement and spontaneous leadership.**

People are key in this picture. In fact, within LiquidO™ everyone can decide whether to join a process or not, try, and consequently determine her level by fast feedback loops from frequent and specific peer-reviews driven by the actual delivered value.

Besides a natural engagement due to continuous feedback and consequently improving results, within this scenario it's really difficult to deny emerging problems. Within the old way of thinking the organizations very often conflicts, work overload, sense of impotence, lack of decision power, absence of endorsement, unfair treatment and misalignments are among the real causes of failures.

There is much more that can be done today, if only we let go of control, predictability and rigidity. LiquidO™ moves structures, processes and the organization itself away from the center, where it is assumed that people have to adapt to them, instead shifting the focus on people and truly empowering them to dynamically find their maximum value creation spot within the organization, expressing leadership effectively and without fear, naturally growing and being rewarded for this.

**Read the whole LiquidO™ whitepaper. It is available in Creative Commons at liquidorganisation.info**