



SAME AND DIFFERENT

We call this model Same & Different, and it is our most simple response to the most complex challenges for ourselves and our clients. This is how it works.

What?

1. FRAME A CHALLENGE. IT CAN INVOLVE:

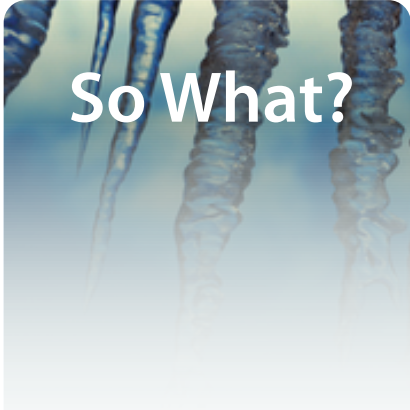
- Intrapersonal tensions of emotion, health, knowledge, creativity.
- Interpersonal relationships at home or in business.
- Group interactions in teams or families.
- Patterns of productivity in organizations, communities, neighborhoods, markets.
- Or any other pattern that interferes with health or happiness.

2. DRAW A SIMPLE, TWO-COLUMN TABLE LIKE THIS:

SAME	DIFFERENT
+ Change agents	+ Cohorts
+ Curious	+ Disciplines
+ Friendships	+ Businesses
+ Relationships	o Internal/external consultants
+ Complex challenges	+ Cultures
+ Simple Rules	+ Genders
	? Ability to travel

3. BRAINSTORM WHAT SIMILARITIES AND DIFFERENCES RELATE TO THE CHALLENGE. THEY MAY BE:

- Within the one challenge or situation or between this and others
- Large or small
- Significant or not
- Related to kind or degree
- Physical, conceptual, social, or political
- Who is involved and who is not



So What?

4. LOOK FOR PATTERNS IN THE LIST. ASK YOURSELF, SO WHAT:

- Similarities and differences you see among the items on the list?
- Items are repeated?
- Items might be missing?
- Items spark questions?
- Disagreements exist?
- Alternative perspectives are possible?
- Surprises?
- Other things do you notice?

SAME

DIFFERENT



Now What?

5. CONSIDER EACH ITEM INDIVIDUALLY AND ASSESS WHETHER IT:

- Serves a productive purpose. If so, mark it with a plus sign (+).
- Creates a barrier. If so, mark it with a negative sign (-).
- Is neutral with regard to this particular challenge. If so, mark it with a zero (0).
- Might be either positive or negative. If so, mark it with question mark (?).

...OR



Read the Book that will Move You Forward and...

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