

Insight Brief: Embracing Experimentation

Collaborative action through embracing experimentation involves deliberate testing of future configurations and learning for structural and systemic change, which is a key for transformation.

✓ Key aspects of Embracing Experimentation

- **Driving change:** Embracing experimentation is a powerful approach to driving sustainability and innovation. This method emphasizes learning-by-doing, co-creating knowledge, and engaging diverse stakeholders to foster transformative change.
- **Learning-by-doing:** This approach involves hands-on experiences and real-world projects, allowing individuals and organizations to apply theoretical concepts to practical situations.
- **Co-creating knowledge:** By involving various stakeholders, experimentation facilitates the development of innovative solutions and shared understanding.
- **Diverse perspectives:** Engaging a wide range of stakeholders ensures that experiments consider multiple viewpoints and potential impacts.
- **Iterative process:** Experimentation involves continuous testing, reflection, and adaptation, enabling rapid learning and course correction.
- **Perseverance:** Designing, undertaking, and evaluating experiments demands sustained effort, resources, and commitment.
- **Balancing short-term and long-term goals:** Experiments should address immediate needs while contributing to long-term sustainability objectives.
- **Overcoming business-as-usual:** Experimentation requires courage to challenge established norms and practices and ways of doing things.



Transformative skills and capacities are increasingly needed to address complex challenges and reshape our organisations and societies to respond to climate change and engage with sustainable development. The Inner Development Goals highlight the role of inner capacities for transformation and the need to link inner and outer transformation. Building from the Inner Development Goals of **BEING, THINKING, RELATING, COLLABORATING** and **ACTING**, we propose a fundamental and interconnected set of transformative skills and capacities.

“ACTING - Qualities such as courage, perseverance and optimism help us acquire true agency, break old patterns, generate original ideas and act with persistence in uncertain and challenging times.” – Inner Development Goal.

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Developing Embracing Experimentation

If you are looking to develop Embracing Experimentation, here are a few practices you can try to kick-start your journey.

- **Leadership support:** Encourage and support teams in testing new ideas and taking calculated risks.
- **Overcoming conventional habits:** Experimentation requires courage to challenge established norms and practices
- **Cross-functional collaboration:** Promote cooperation across departments to leverage diverse expertise.
- **Embrace failure:** Create a culture that views failure as a learning opportunity and stepping stone to success.

Benefits of Embracing Experimentation

- **Agile adaptation:** Experimentation enables organizations to swiftly adjust to shifting circumstances, helping them identify and implement effective strategies more efficiently.
- **Risk mitigation:** By testing ideas on a smaller scale, organizations can assess potential risks, making it possible to refine strategies before committing to full-scale implementation.
- **Innovation catalyst:** Embracing experimentation sparks creativity, leading to innovative solutions and new approaches that can drive significant breakthroughs and advancements.
- **Organizational culture:** By embracing experimentation and a culture of learning-by-doing, organizations can build collective transformative capacity, drive innovation, and engage diverse stakeholders.

This insight brief is developed through ChatGPT and Perplexity as well as editing by Lilly Diamant and Kes McCormick. The purpose is to share key insights in a condensed format and spark critical thinking.