

Ways to Begin

- Front loaded – that is spend some time (may be quite a lot of time) in the world of the content before moving into the expert frame.
- Dropping into the drama – that is starting in the middle of a drama
- Starting with possible destruction (the phoenix model) – this is where the enterprise is met with an immediate threat to its existence, for example its HQ burning down...
- Helping out – the frame starts with an immediate need to help someone (for example a mother who has lost a child), the enterprise then grows from that event
- From the landscape – the landscape is built first & then the need for expertise arises
- Chase the client – this is rather than client making the first move, the enterprise has to find and convince the client
- Starting in the middle or at the end – In this model the frame starts at some point and then time is frozen and the rest of the enquiry happens in the past. For example, a team of accident investigators while travelling to a disaster reflect on the past history
- Security – Start by creating the security system of the company
- The client – Begin by exploring the world of the client
- The existing narrative – This model starts with a story in which the enterprise becomes a part of its history. (for example the story of the lost ark or King Arthur)
- The created narrative – a new narrative created by the community
- The Ritual – The first task is to create a ritual which creates a shared experience for the enterprise
- The murder, the accident, the disaster – Clear paths into an enterprise
- The discovery – The community make a discovery (possibly historic) for example Queen Boudicca's tomb