

Timely Tips

for Workshop Participants

from Thinking Well Consulting
MAY 18, 2009

This week: Appreciative Inquiry The 4-D Model

Dear Reader,

Appreciative Inquiry: The 4-D Model

The 4-D model of AI is a process for positive change. Based on the assumption that change occurs through thoughtful inquiry and dialogue into affirmative life giving forces, the four phases of the process are:

Discovery
Dream
Design
Delivery



1) Discovery

Appreciating what gives life. The discovery phase is a quest to identify positive stories and spread them throughout an organization. It is based on the assumption that life-giving forces are indeed present in every situation, but our habits of organization and talking often overlook the positive in favor of analyzing obstacles, resistance, deficits. The discovery phase shifts the balance of organizational attention from what is not working to what is working and what may possibly work in the future.

2) Dream

The dream phase encourages participants to consider what it is that their organization is being called to do. This phase connects the work of all members of the organization to a greater purpose. It is a time for groups of people to engage in thinking big, thinking out of the box, and thinking out of boundaries of what has been in the past.

3) Design

The design phase provides an opportunity for large numbers of employees and stakeholders to come together to co-create their organization and participate in crafting what are called "provocative propositions". Appreciative organization design is grounded in the data and stories collected during the discovery process. This phase focuses on actionable possibilities

4) Delivery

The delivery process specifically focuses on action planning at both the personal and organizational levels. Commitments are made to ensure the realization of the provocative propositions. Alignment on actions to be taken is high as a result of the extensive involvement of large numbers of people in the discovery, dream and design processes. AI is a grounded process for organization development and this, the 4-D model takes shape differently in different organizations and contexts.

The AI approach can be compared with our search for the good on a personal level. When we are grateful for all that we have, all that is good, all that brings us joy, we can appreciate what is working well in our lives and allow our thoughts to inform us of what is possible. The really tough steps are about what we do with our negative thoughts, and yes, we all have them. In my next tips column, I write about thoughts, emotions, actions and results.

Excerpt from article by Diana Whitney, Whitney Consulting, MCB University Press

If you do not wish to receive weekly Timely Tips, click on the unsubscribe box below.

I love hearing from you. Send your thoughts, questions, and comments. Click on [Just Ask Me.](#)

For more timely tips, go to [Timely Tips Archives.](#)

Have a joyful day,



Flo Mauri
Thinking Well Consulting

646-270-6276

www.thinkingwellconsulting.com

flo@thinkingwellconsulting.com