AI-Enabled Sensemaking "Studios"

Scaffolding Developmentally How We Think In Complexity, For Generative Collective Action

Prototype and Start-Up Presentation

Based on previous consulting brand Human-Equity Ltd (2009-2020), and software platform Collective-Navigator™

Collective Navigator™

Vision: *Evolving from Surveys to "Studios"*

We're aiming to be the "Qualtrics/TypeForm" for AI-enabled collective decision making through narratives. Tackling complex organisational applications.

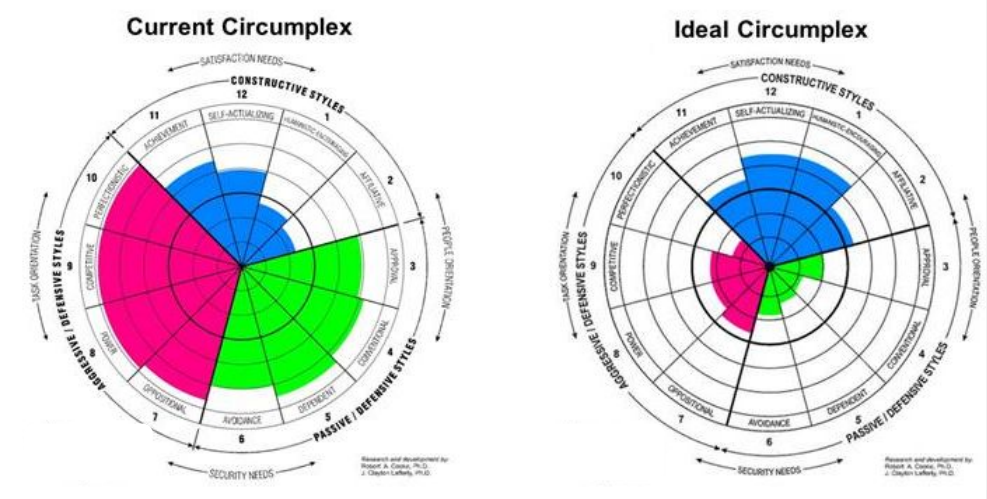
The global online survey software market is projected to expand significantly from around $3.56 billion in 2024 with a compound annual growth rate (CAGR) of over 14%, reaching $14.48 billion in 2030*, reflecting sustained interest in data-driven decision-making tools across various industries.

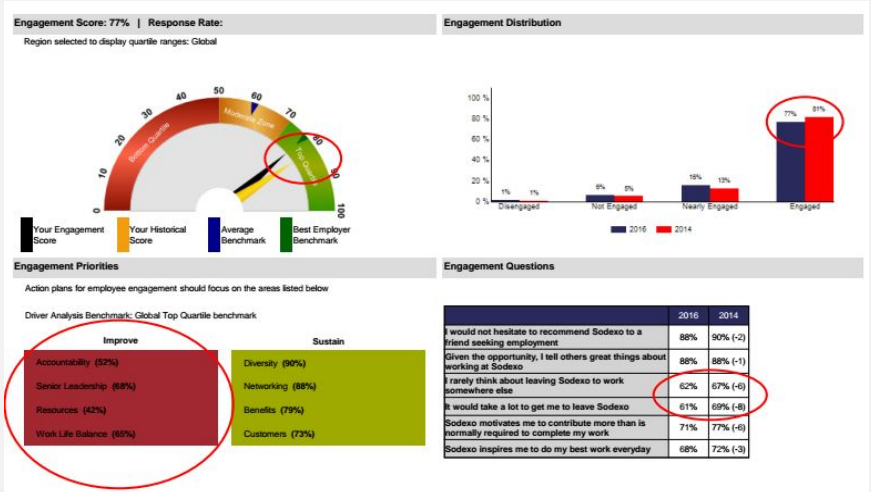
This surge is attributed to improvements in user interfaces, enhanced data security, and the integration of online survey tools with other platforms, making it easier for businesses to collect and analyze feedback efficiently. The top players in the market include Qualtrics ($1.4b turnover 2023), Zoho Forms ($1b turnover 2023) , and Typeform.

Sources: Technavio — Online Survey Software Market Analysis - US, China, Germany, UK, India - Size and Forecast 2024-2028 technavio.com; Dataintelo — Online Survey Software Market Size, Share Report | 2032; Exactitude Consultancy

Have you been frustrated with closed-question surveys that attempt to capture what are dynamic, highly contextual situations?

And how meaningful are reports that attempt to summarise complex, dynamic issues, through **averages**?



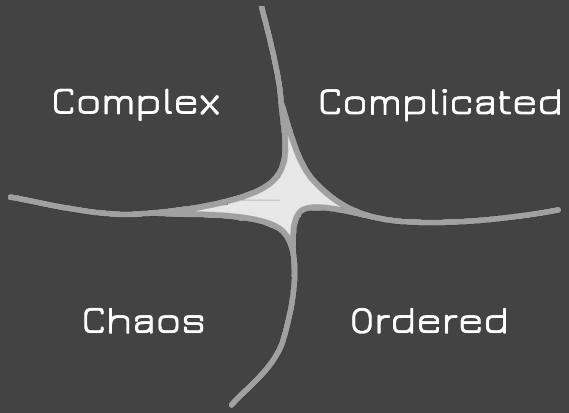


Such 1-10 scale surveys should only be used for "inventory" type applications

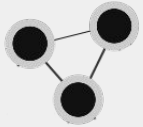
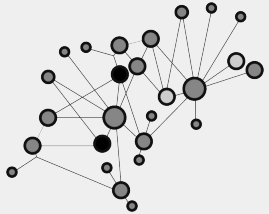
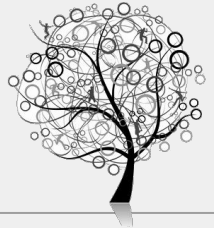
- a fundamental lesson from the complexity sciences

Choosing the right methodology for sensemaking is crucial

Based on complexity principles:

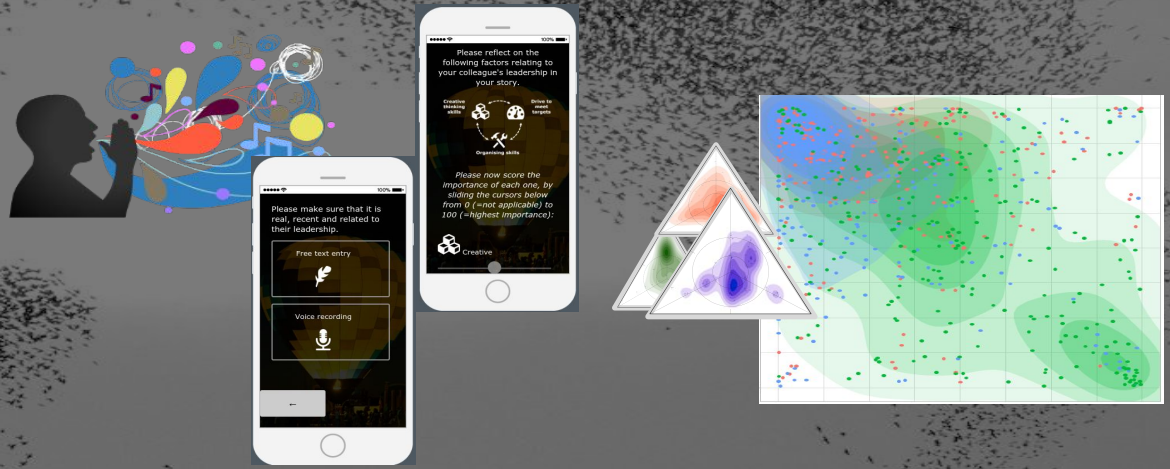


Cynefin Framework - thecynefin.co

Nature of the System	Data Access	Change Practices
ORDERED 	**Surveys** = Inventories	Measure, Categorise, Respond
COMPLICATED 	**Real-Time Sensing** = Monitoring	Sense, Analyse, Respond
COMPLEX 	**Narratives:** = Human Sensor Network	Probe, Sense, Respond

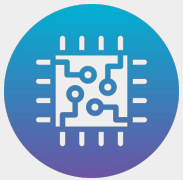
For generative “sensemaking” we need to capture the natural and dynamic ebbs and flows of human sentiments, collective meaning-making and subjectivity…

And this is where narratives sensemaking has been making a breakthrough over the past 10+ yrs, with a number of first-mover platforms (e.g. Narrafirma, SenseMaker and Genie by discuss.io)



But what might be the next **evolutionary steps** for the current narrative sensemaking market?

2nd Bounce of the Ball: Integrating lessons of the past 15+ years of the narratives sensemaking expert practice community, to imagine a 2nd generation of opportunity.



Ethical Integration of AI: Applying the promises of AI, with deep concern of ethical design, and grounded in first principles of 'meaning-making' processes

Harvesting Unstructured Narratives: Expanding from 'survey' type closed questions, to a far broader range of unprompted and rich media input - giving us access to "leading vs lagging indicators" in complex, dynamic contexts.

Building On Our Previous Client Experiences

Our vision for AI-enabled “Sensemaking Studios” is built on the experience from the organisational development Human-Equity Ltd brand (2009-2020), and visualisation software development (Collective-Navigator™), delivering narratives sensemaking projects for multinationals such as IKEA (world group headquarters) and LeasePlan, and VC/Private Equity investors.

Breakthrough methods and solutions were delivered for distributed sensemaking in complex domains in organisational development such as:

- **Culture and values surveys**
- **360 leadership feedback**
- **Change management**
- **Strategy decision making**
- **Corporate social media**

HUMAN EQUITY

Collective Navigator™

There is an ever growing market opportunity

Collective Meaning Making

- Governance monitoring, ethical reasoning
- Scenario mapping

Organisational Development

- Strategy and change management
- Leadership 360 + continuous learning
- Employee Collaboration and Sentiment

Citizen Engagement

- Community voices
- Political generative dialogue
- Conflict resolution

Market Examples 1: AI and Decision Making: TED Talk by Ray Dalio

"Whether you like it or not, radical transparency and algorithmic decision-making is coming at you fast, and it's going to change your life." (Ray Dalio*)

- Decisions based on algorithms that take people's believability into consideration based on their historical thought and idea patterns eliminates what I believe is one of the greatest tragedies of mankind — people naively holding opinions that are wrong and acting on them and not putting them out there to stress-test them,"
- "Collective decision making is so much better than individual decision making if done well. This is the secret sauce behind our success."

*Ray Dalio is an American billionaire investor and hedge fund manager, who has served as co-chief investment officer of the world's largest hedge fund, Bridgewater Associates, since 1985.

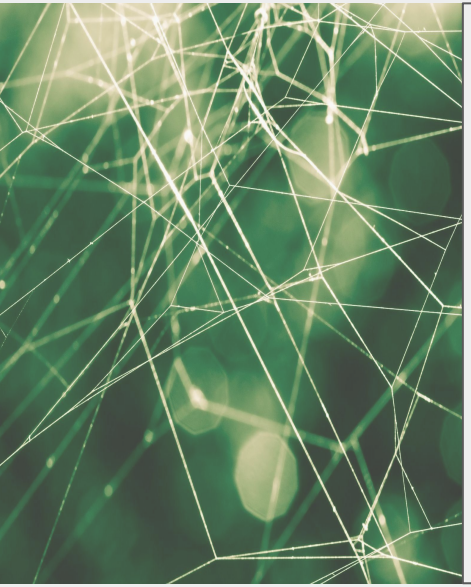
Market Examples 2: **Scaffolding Narratives For Collective Meaning**

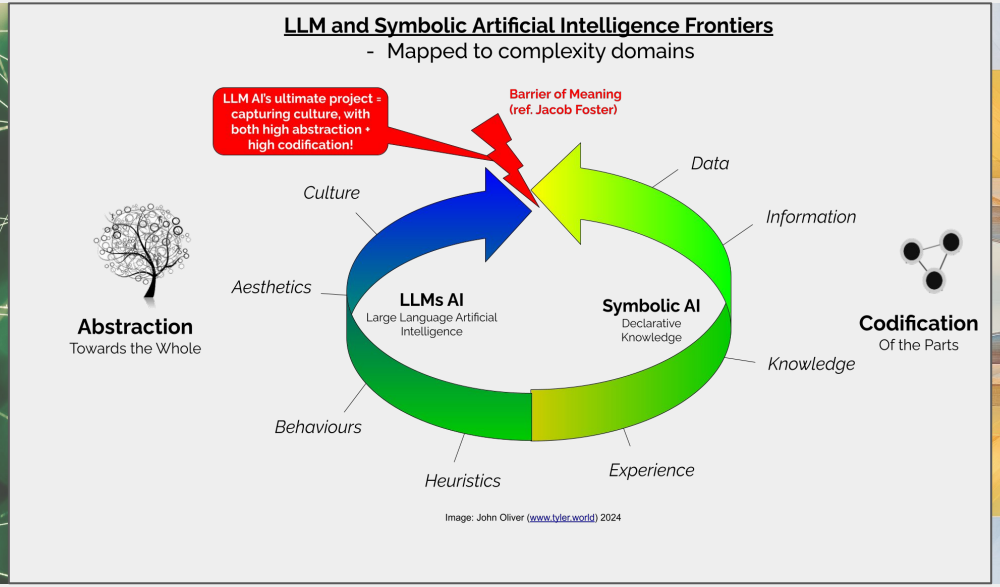
Our toughest challenges in complex, dynamic can only be made sense of through contextual narratives - presenting a significant opportunity to integrate AI into these natural conversational processes

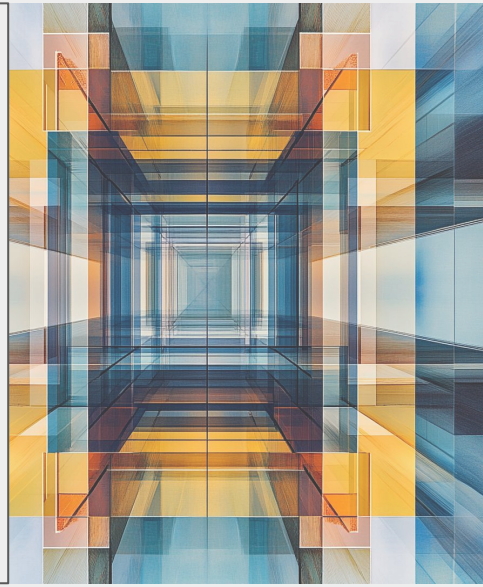
- Narrative sensemaking methods provide richer, context-driven insights by allowing individuals to share open-ended stories, revealing deeper motivations and experiences that structured surveys may miss. Unlike static surveys, narrative approaches can adapt to changing contexts, offering a more flexible and holistic understanding of complex human behaviors.
- However, the narratives market has so far struggled to scale due to lack of software development that reduces the project design and setup phases, and low interactivity of the data visualisation.
- All this can now change, thanks to AI...

So what is our unique IP?

1. Integrating LMM and Symbolic AI: Our platform integrates a new approach to AI that addresses the issues of hallucinations in LLMs, through the integration of symbolic frameworks that are specifically relevant for collective meaning-making processes (e.g. developmental psychology, archetypal constructs etc.) - known in AI research as "**Neuro-Symbolic AI**".







So what is our unique IP?

2. Towards a science of sensemaking: How we integrate <u>developmental</u> and change frameworks in sensemaking

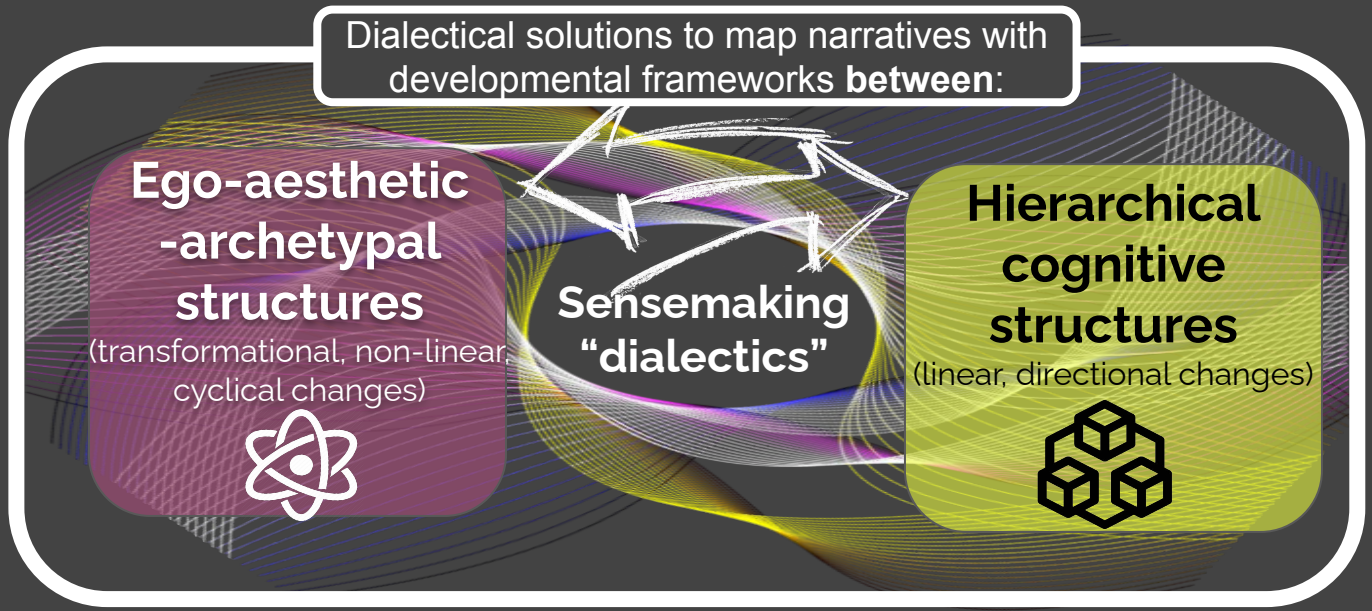
Developmental psychology* with over 100 yrs of research in how we continuously evolve as adults, is gaining more and more traction in organisational and leadership domains.

But their notions of vertical stages of development have been widely criticised…

**As distinct from behavioural 'type' psychometrics, developmental psychology builds on Jean Piaget's cognitive work, further developed by leading contemporary figures such as Robert Kegan, Kurt Fischer, Bill Torbert, Michael Commons, Susanne Cook-Greuter, Theo Dawson, Michael Basseches*

Solution: Developmental psychology needs to be applied integrating collective systems **Complexity Principles**

And directly address the controversies that by development we mean 'higher is better' in 'vertical developmental stage hierarchies'.



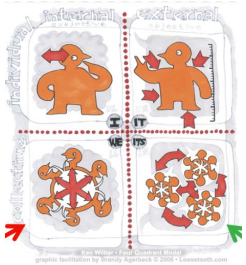
**See these foundational papers on addressing the controversies in developmental psychology, and understanding development within complexity principles: Overton, Willis. (2003). Development Across the Life Span. 10.1002/0471264385.wei0601. ; Thelen, Esther & Smith, Linda. (2007). Dynamic Systems Theories. 10.1002/9780470147658.chpsy0106.*

*Towards a "**Science of Sensemaking**" that makes the narrative experience more engaging and meaningful*

Interactive **conversational** features are at the heart of the platform design:

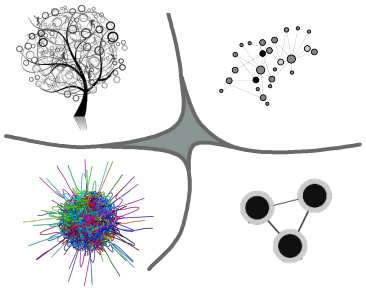
1. Starting with free, open narratives expression, our platform will be conversational based on dynamic prompts based on which 'signifiers' or interpretation prompts most relate to their topic.
2. The frameworks come therefore downstream to the process of narrative capture (e.g. reducing filtering by pre-designed questions and prompts).
3. The AI platform moves from a 'Principle Component Analysis' of issues arising, to 'Principle Framework Analysis'.

Integral



Developmental

Cynefin

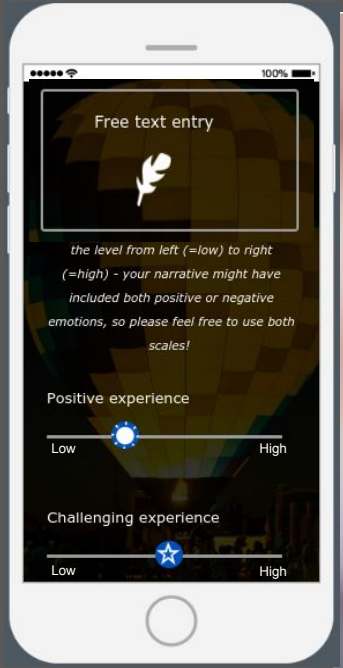


Dabrowski - positive disintegration

Theory U

Create Your Sensemaking "**Studio**"

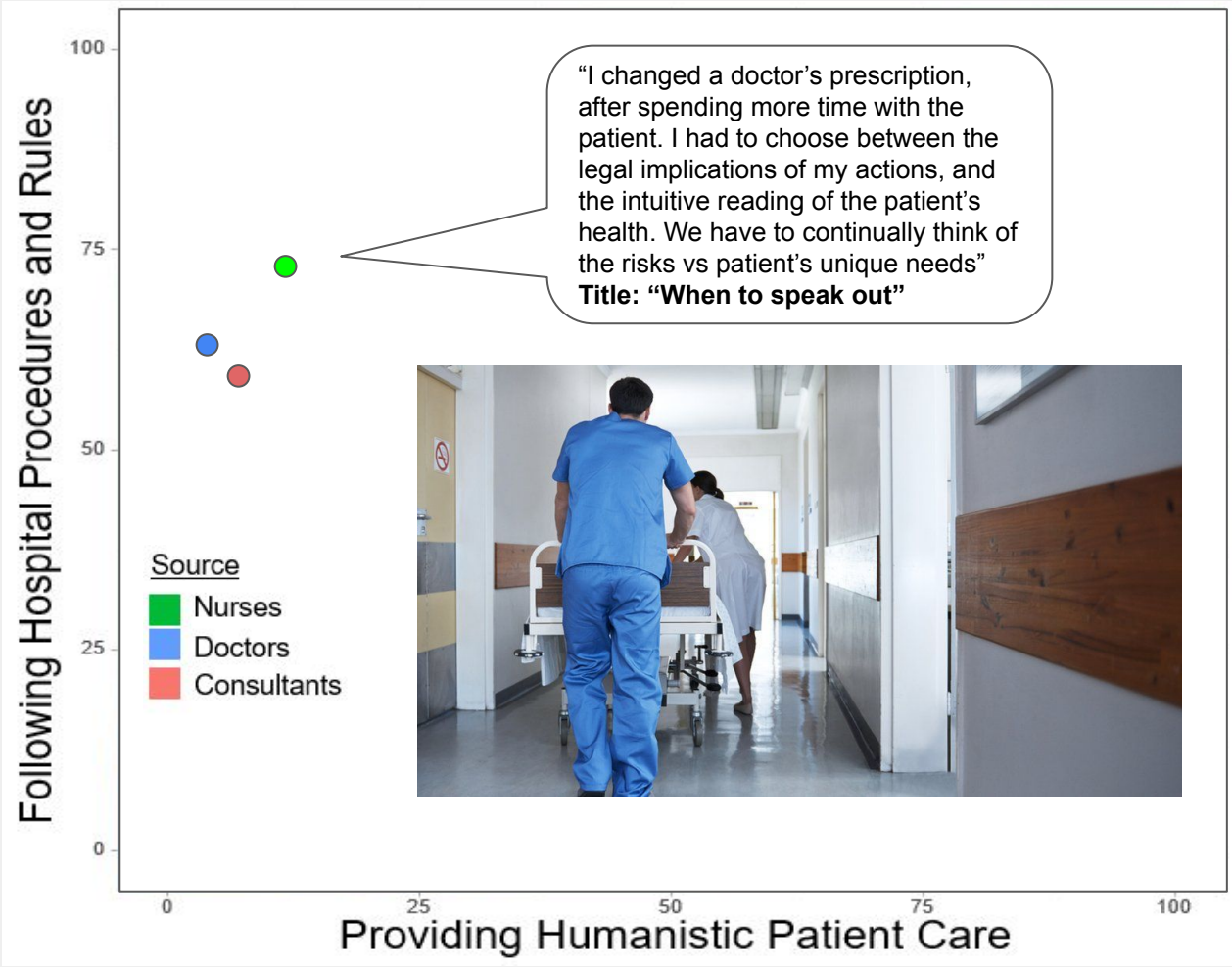
Studios can be created for any context remotely (e.g. in parallel to live conference call sessions), to in-person events, to continuous capture in your working environment



Example 1.

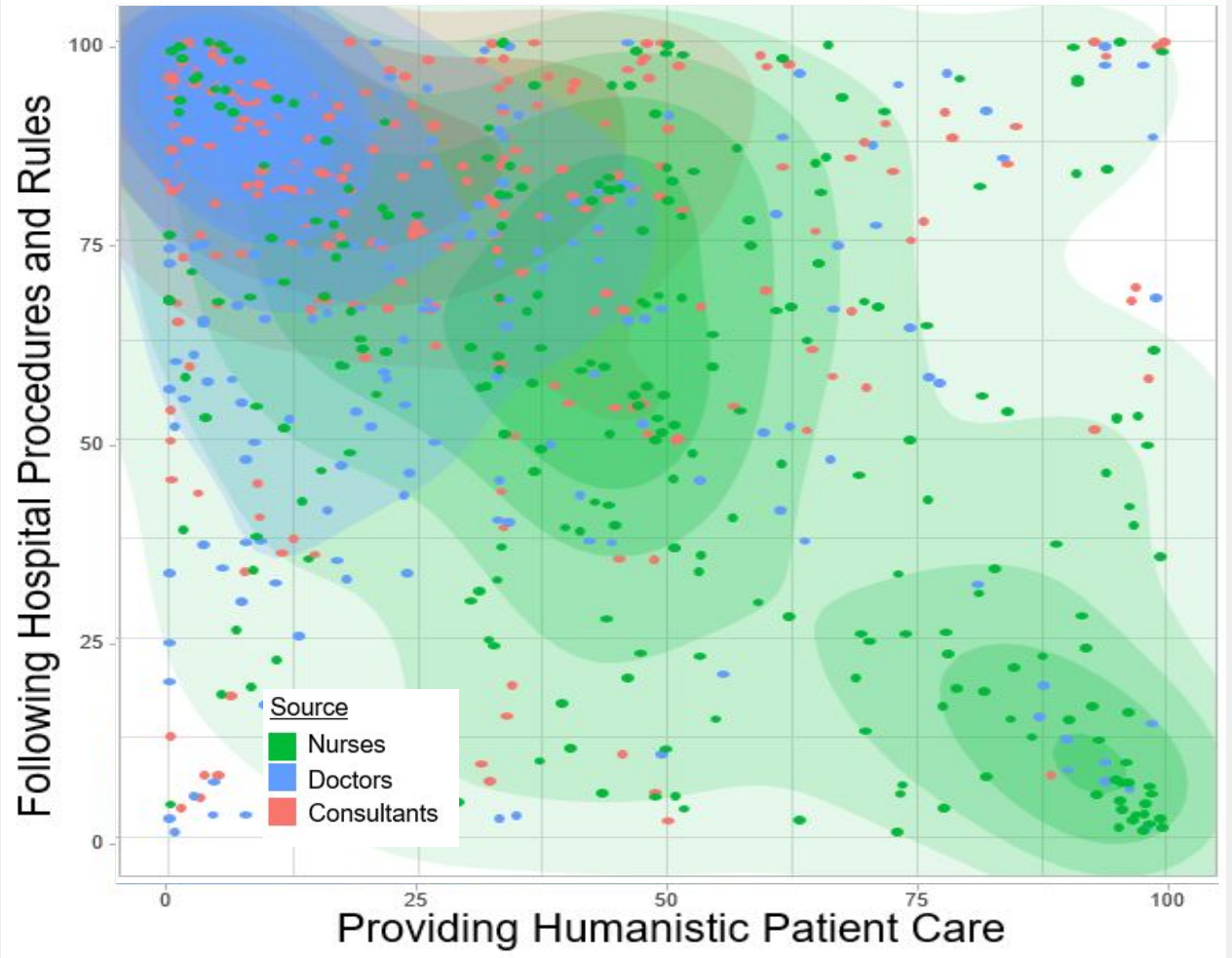
Sensemaking "**Studios**" for everyday organisational contexts

Hospital Scenario



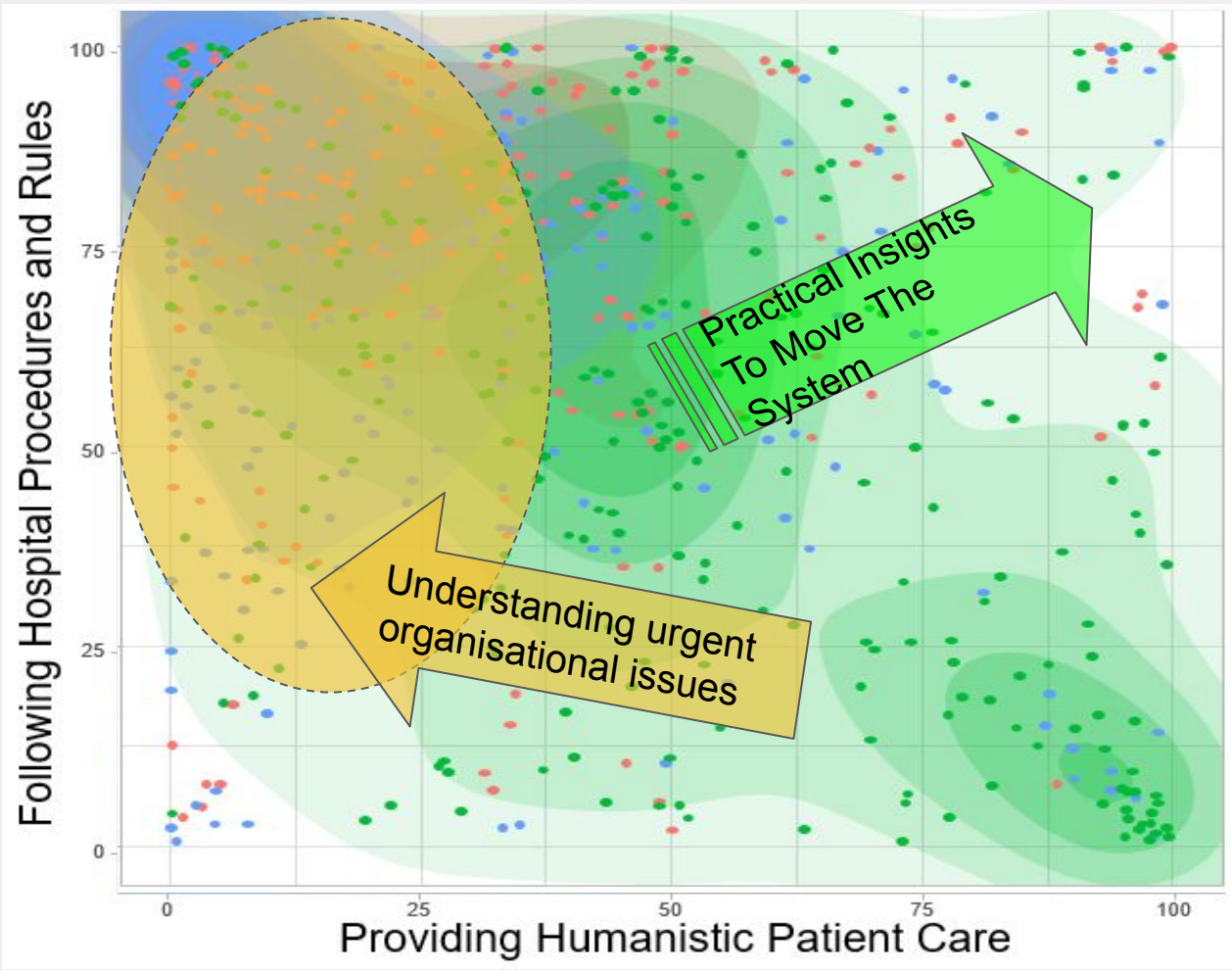
To continually sense the dynamics in the organisation, as they navigate necessary ‘dialectics’

Hospital Scenario



And identify how and where to nudge the system, the culture, the narratives - as a distributed collective sensemaking process:

- The narratives are developmentally scaffolded by the reflection prompts from the platform



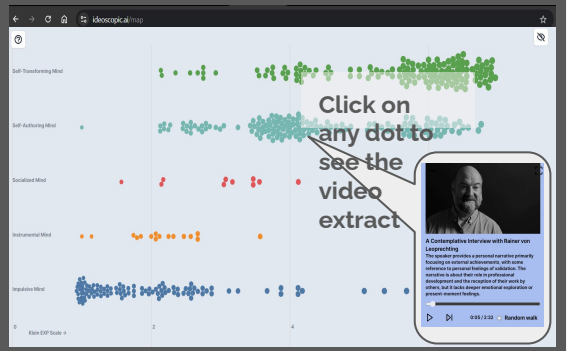
Example 2: Create Your Sensemaking “**Studio**” - Video Example

Our AI demo platform has processed (in multiple languages) approx 10hrs of video portrait content, into ‘narrative moments’ or chunks
(Chat GPT 4.0 based)

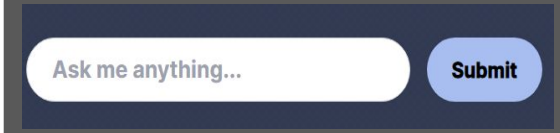
Based on a body of 120+ video narratives from:

Three Studio Key Features:

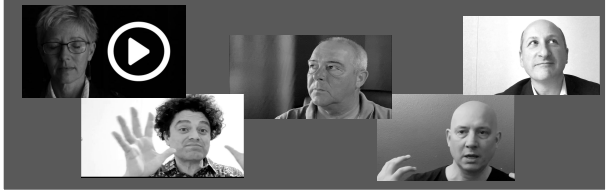
1. Narrative AI “Signification”



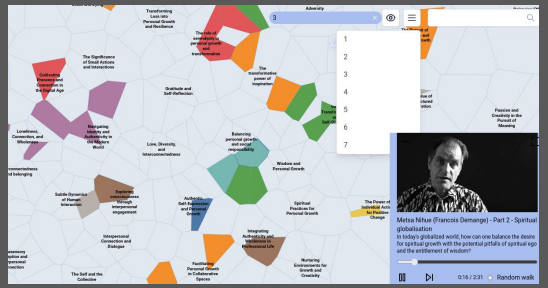
2. “Ask Me Anything”



Video extracts response:



3. Video Theme Landscapes



youtube.com/@interiortruth

InteriorTruth.com

InteriorTruth.com
Witnessing soul

InteriorTruth

@interiortruth · 86 subscribers · 123 videos

I'm an independent filmmaker based in France, with a background in organisational develo...

interiortruth.com

Customize channel | Manage videos

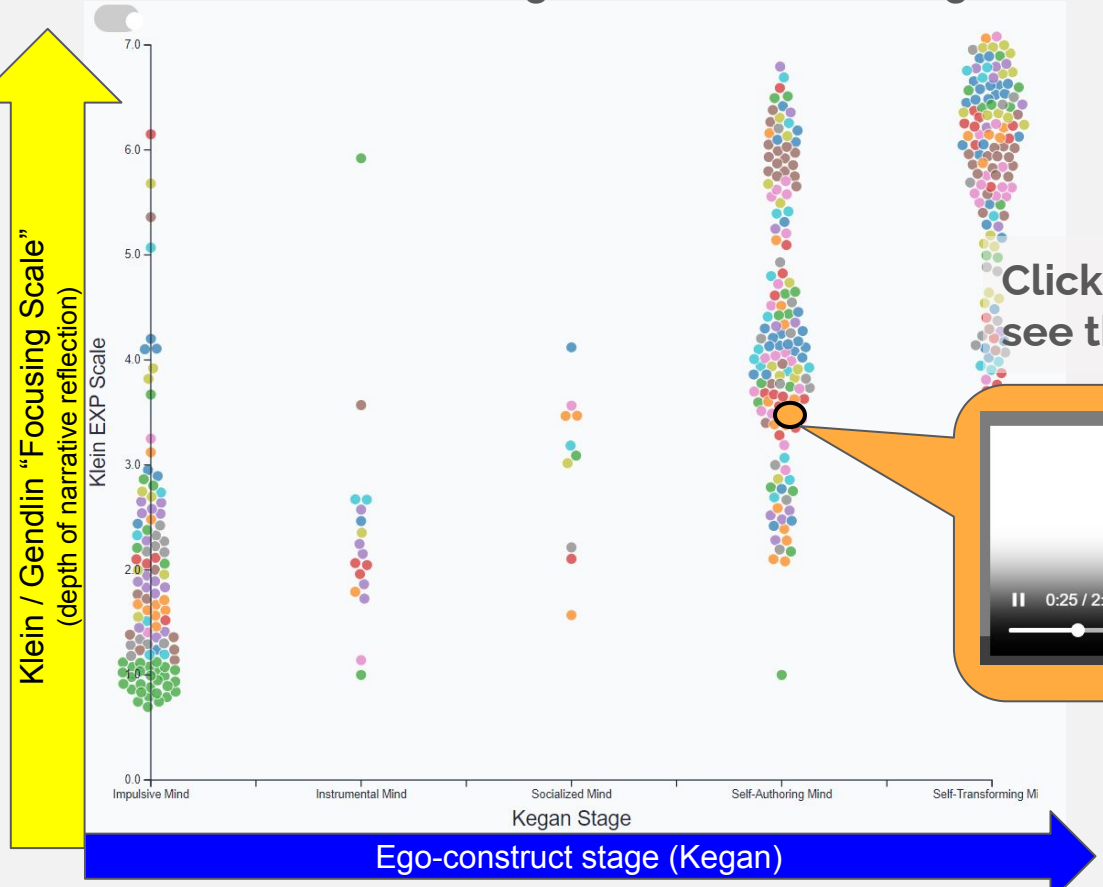
Home | Videos | Playlists | Community

Prototype Example Sensemaking Studio

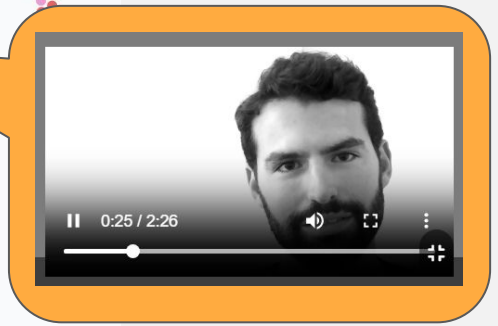
Introducing the 'Primary Narratives Landscape'

Each dot is a narrative moment, that has been signified in terms of a range of interpretive scales

The promise of narrative sensemaking comes from being able to visualise at a macro-scale the clusters and outliers of narratives…. without losing access to the original narrative



Click on any dot to see the video extract



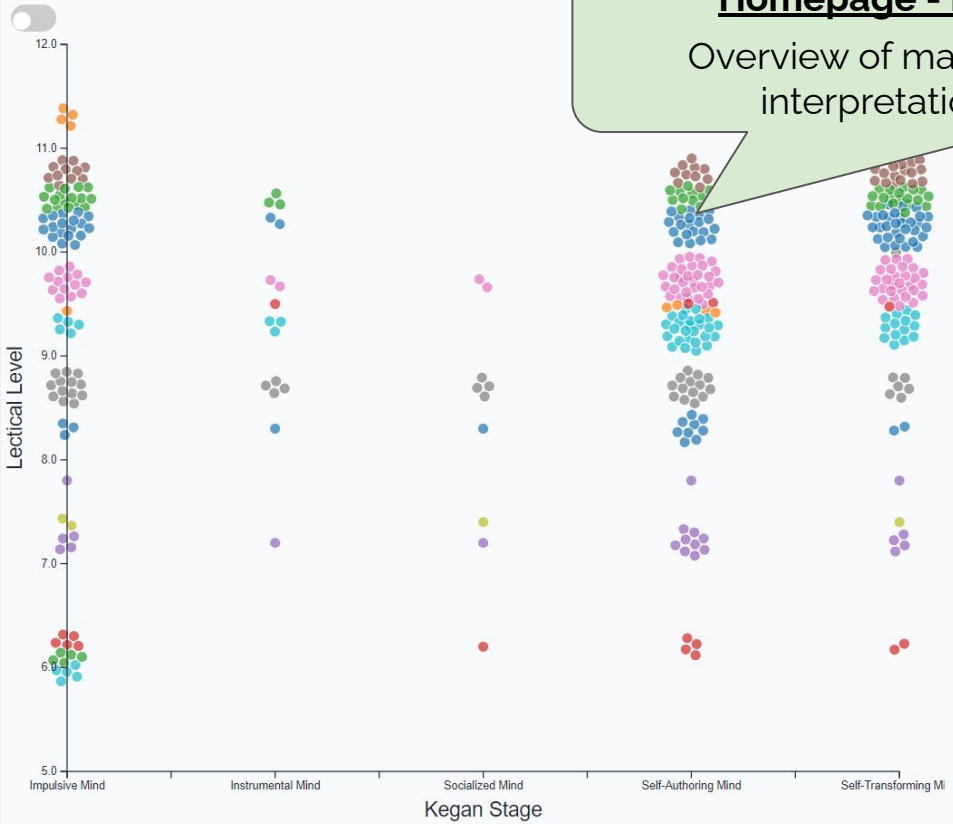
Homepage - **Developmental** Landscapes - 1

Prototype Example Sensemaking Studio

Home landing page

Homepage - Feature 1: Primary Landscape

Overview of mapping across two frameworks of interpretation of the narrative moments



Welcome to the Interior Truth AI Portal

Please select a node to view a video clip, or ask me anything.

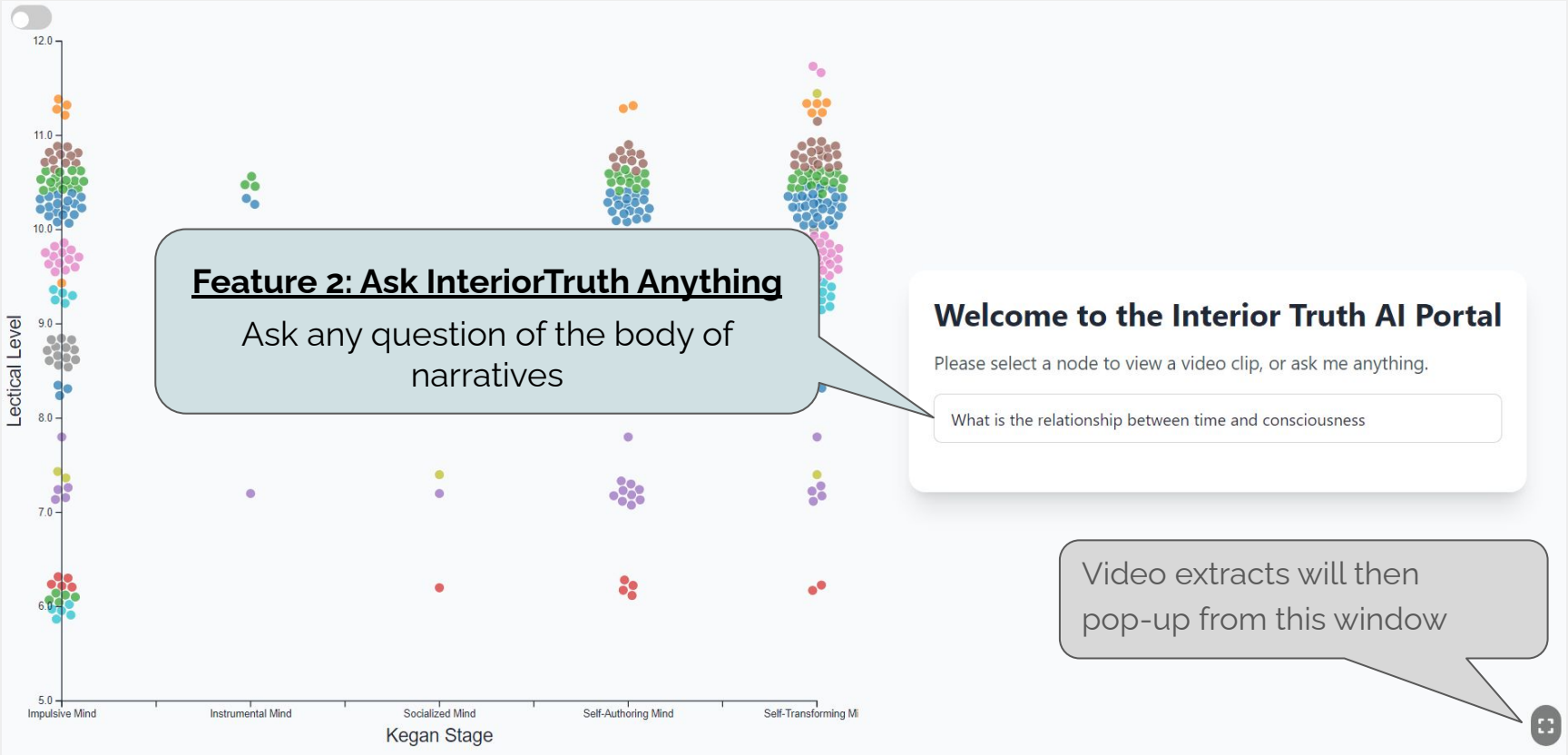
What is the relationship between time and consciousness

Video extracts will then pop-up from this window

Homepage - **Developmental** Landscapes - 2

Prototype Example Sensemaking Studio

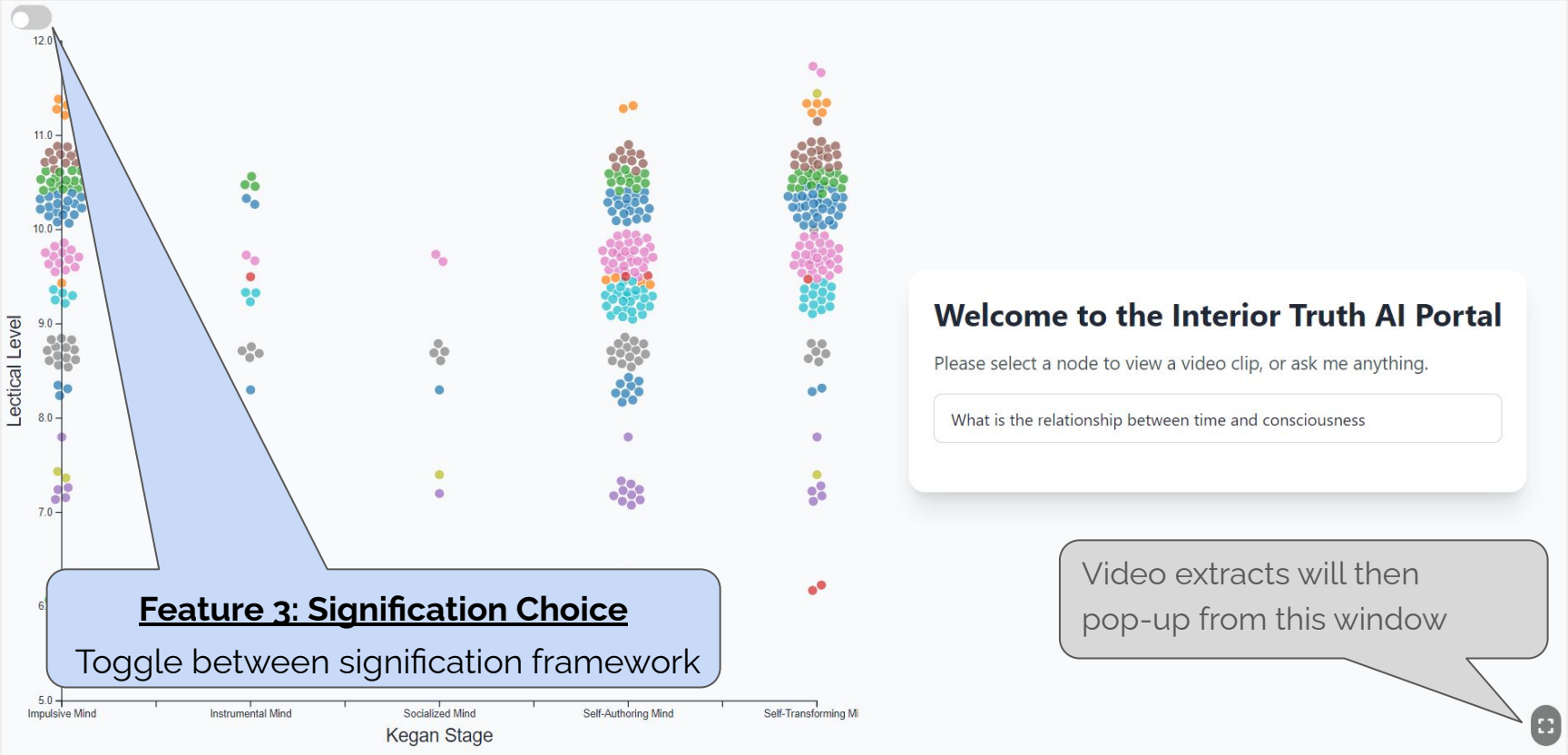
Home landing page



Homepage - **Developmental** Landscapes - 3

Prototype Example Sensemaking Studio

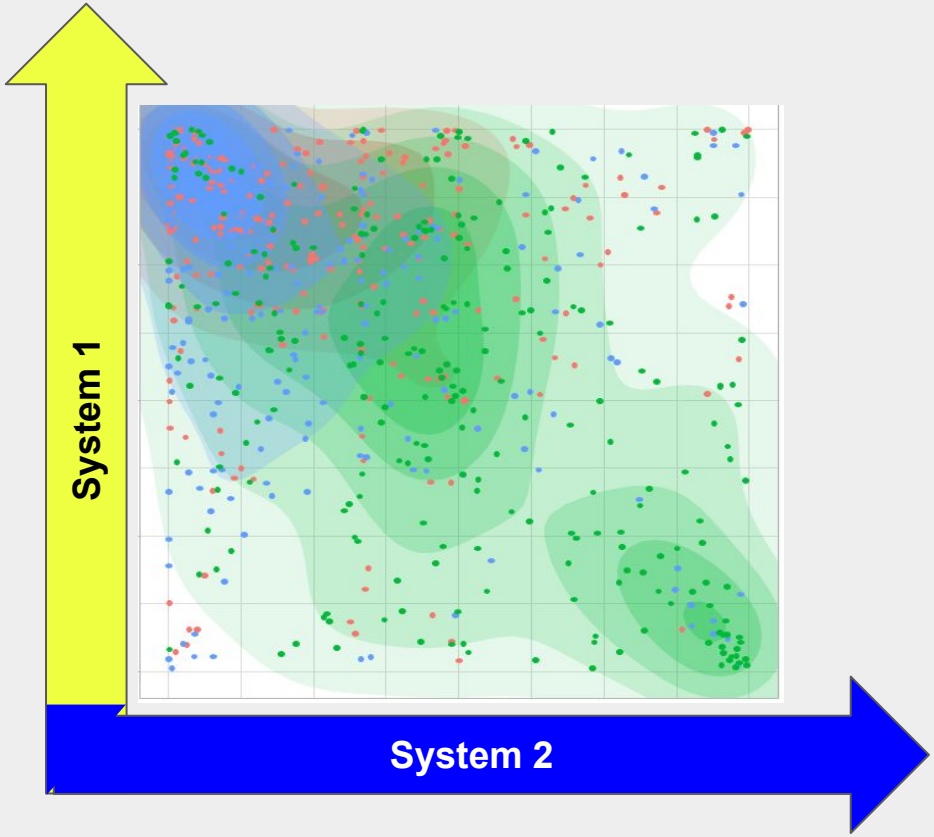
Home landing page



Sensemaking is a Dialectical Process… sensing the “Whole”

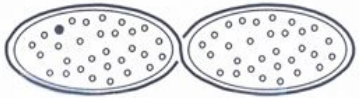
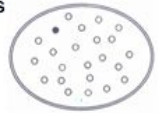
The school of sensemaking (Weick, Derwin, Kurtz, Snowden) builds on the contextual interpretations of dynamics between polarities - helping us see how we are continually navigating tensions and trade-offs

Progressing from “expert” coding of narratives, to self-signification of narratives, to now the far more dynamic possibilities of AI signification



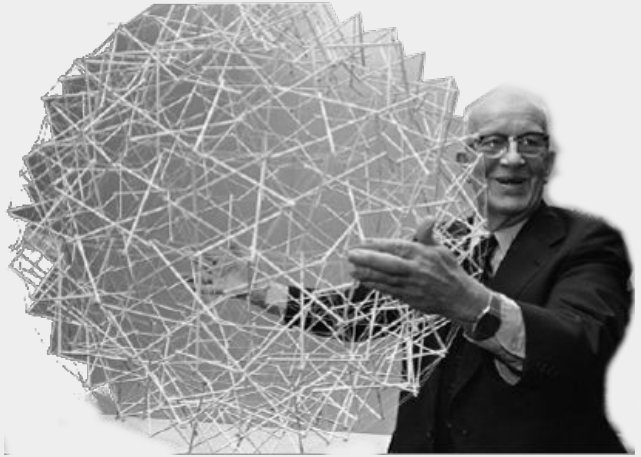
Horizontal Axis: Robert Kegan's Ego Construct Scale

Robert Kegan's "Ego Construc" Scale

Developmental Stage/ Order of Mind (typical ages)	What can be seen as *object* (the content of one's knowing)	What one is *subject* to (the structure of one's knowing)	Underlying Structure of Meaning-Making
5th Order: Self-Transforming Mind (typically > ~40, if achieved)	self-authorship, identity, ideology	the dialectic between ideologies	System of Systems
4th Order: Self-Authoring Mind (variable, if achieved)	interpersonal relationships, mutuality	self-authorship, identity, ideology	Systemic
3rd Order: Socialized Mind (post-adolescence)	one's needs, interests, desires	interpersonal relationships, mutuality	Across Categories 
2nd Order: Instrumental Mind (~6 years-old through adolescence)	one's impulses, perceptions	one's needs, interests, desires	Categories 
1st Order: Impulsive Mind (~2-6 years-old)	one's reflexes	one's impulses, perceptions	Single Point

Adapted from Kegan, Robert. *In Over Our Heads: the Mental Demands of Modern Life.* Cambridge: Harvard University Press, 1994. pp. 314-315.

Based on the Constructive Developmental Framework



See also: https://en.wikipedia.org/wiki/Constructive_developmental_framework

Vertical Axis: The Klein EXP Focusing Scale

Klein/Gendlin "Focusing Scale"

1	2	3	4	5	6	7
Speaker as subject, relating externalities			**Speaker as object, including emotions, introspection**		**Speaker's constructs as object, questioning, revealing new perspectives**	

The EXP Scale (Klein et al., pp 56-63): Klein, M., Mathieu, P., Gendlin, E. T., & Kiesler, D. J. (1970). The Experiencing Scale: A Research and Training Manual (Vols. 1–2) Wisconsin Psychiatric Institute

The Klein EXP Focusing Scale - detailed

Klein/Gendlin "Focusing Scale" Detailed descriptions

Level	Description
1	The content is not about the speaker. The speaker tells a story, describes other people or events in which he or she is not involved or presents a generalized or detached account of ideas.
2	Either the speaker is the central character in the narrative or his or her interest is clear. Comments and reactions serve to get the story across but do not refer to the speaker's feelings.
3	The content is a narrative about the speaker in external or behavioral terms with added comments on feelings or private experiences. These remarks are limited to the situations described, giving the narrative a personal touch without describing the speaker more generally.
4	Feelings or the experience of events, rather than the events themselves, are the subject of the discourse. The client tries to attend to and hold onto the direct inner reference of experiencing and make it the basic datum of communications.
5	The content is a purposeful exploration of the speaker's feelings and experiencing. The speaker pose[s] or define[s] a problem or proposition about self explicitly in terms of feelings.... [and] explore[s] or work[s] with the problem in a personal way. The client now can focus on the vague, implicitly meaningful aspects of experiencing and struggle to elaborate it.
6	The subject matter concerns the speaker's present, emergent experience. A sense of active, immediate involvement in an experientially anchored issue is conveyed with evidence of its resolution or acceptance. The feelings themselves change or shift.
7	Experiencing at stage seven is expansive, unfolding. The speaker readily uses a fresh way of knowing the self to expand experiencing further. The experiential perspective is now a trusted and reliable source of self-awareness and is steadily carried forward and employed as the primary referent for thought and action.

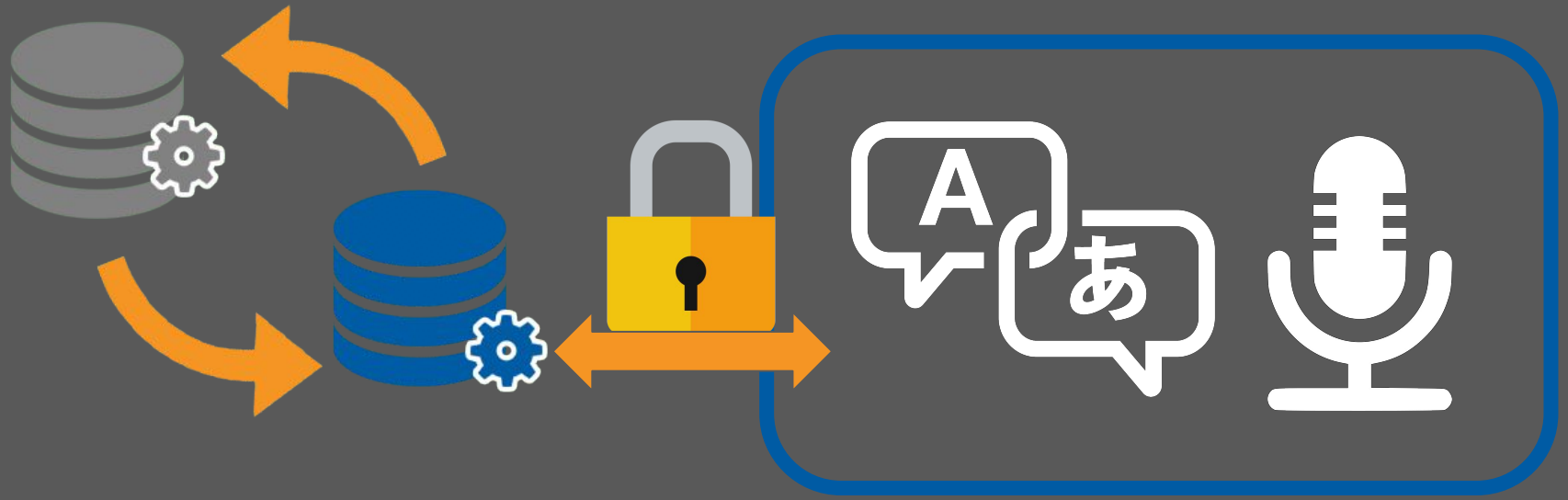
How Might AI Take Sensemaking Methodological Leadership Further?

	Standard Survey Practices	Focus Groups	Narrative Sensemaking Breakthroughs	AI-enabled Sensemaking
Input Processes Issues	Closed question Likert-scale responses (for lower complexity topics)	Dynamic, conversational content that is recorded and then transcribed	Open-ended story capture: Reducing bias of group facilitator or closed question surveys	**Wider Input Possibilities:** Possibility to process wide range of text, audio and video content,
Interpretation / Signification Process Issues	Typical reporting process of statistical analytical reports	Usually coded and summarised by expert coders (ethnographers, consultants etc.)	Offers high levels of alignment to context, culture and language, thanks to the 'self-signification' processes.	**Dynamic / Flexible / Comparative Frameworking:** Highly dynamic* - choose your framework of interpretation Ability for comparing self and AI signification deltas. **Applying awareness of AI-bias*
Sensemaking of Outputs	Contextual nuances get collapsed into quantitative analytics	Highly contextually dependent, anchored in the meaning making framing of the researcher	Ability to map at macro level (to observe clusters and outliers AND maintain direct access to the original narrative) - opening up more distributed interpretation by local groups	**Mixed Method Exploration:** Ask any open question of the narrative data set. Explore theme clusters.

Product Roadmap

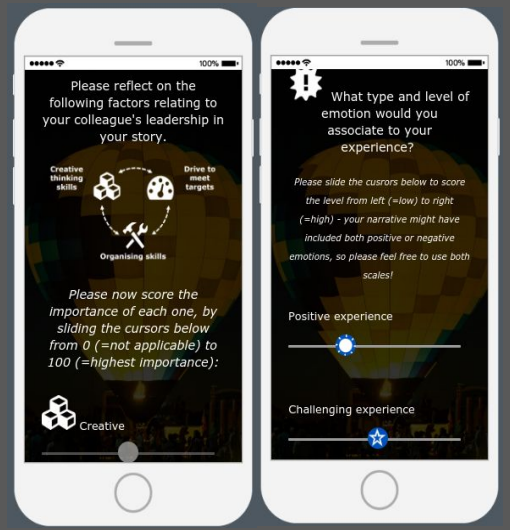
Platform Feature Roadmap - 2

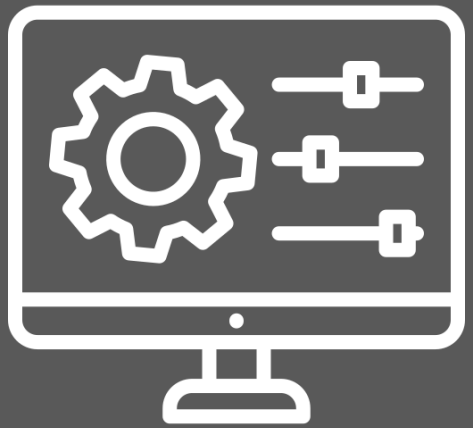
Privacy: Guaranteeing total privacy of narratives data, where all narratives are locally stored and the AI processing is handled via an asymmetric codification transfer



Platform Feature Roadmap - 3

Instance Studio Session Design AI Wizard: Intuitive narratives capture, analysis and visualisation set-up, for clients to design and configure their own studio projects.





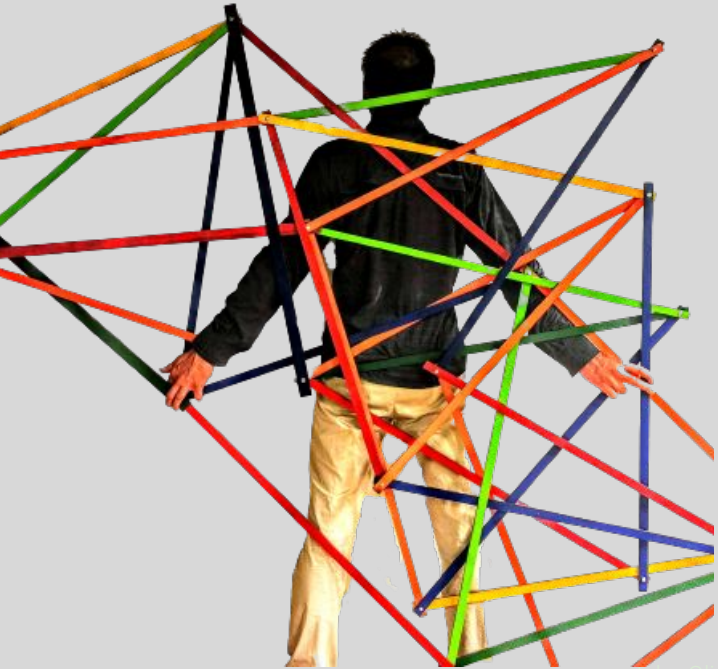
Platform Feature Roadmap - 4

Billing Engine: Flexible pricing model, subscription or per-project options

	Level 1	Level 2	Level 3	Level 4	Level 5
	Up to 5 Studio Designs and 100 narratives	Up to 10 Studio Designs and 300 narratives	Up to 20 Studio Designs and 500 narratives	Up to 50 Studio Designs and 1500 narratives	50+ Studio Designs and 1500+ narratives
Monthly *3 month min subscription	€140	€200	€300	€500	Enterprise quote on request
Annual *Discounted rate for 1 yr	€1200	€1800	€2800	€4800	Enterprise quote on request

About - John Oliver

*Adventures across the **Good, True** and **Beautiful***



Having worked over the past 15+ years in organisational development consulting (and with my own brand from 2009-2020), I have been committing to an artistic practice since 2020 to both ground myself in the principles in embodied creative processes (art as a technology, art as a spiritual practice), and de/re-constructing ego.

I am passionate about integrating the schools of **narratives sensemaking** with **developmental psychology,** in the context of both cultural and cognitive evolutionary anthropology.

Dialogue projects, where we can find artistry in the coordination of our constructs and in the dance between dialectics (essentially in the competing 'truths' of the good, true and beautiful / the arts, sciences and faith traditions), is where my heart is leading me.

Rather than AI being seen as a threat, I'm exploring the domain of 'developmental AI' that allows for scaffolding and the coordinate of both our cognitive constructs and our aesthetic, embodied meaning making.

John Oliver
Bordeaux, France

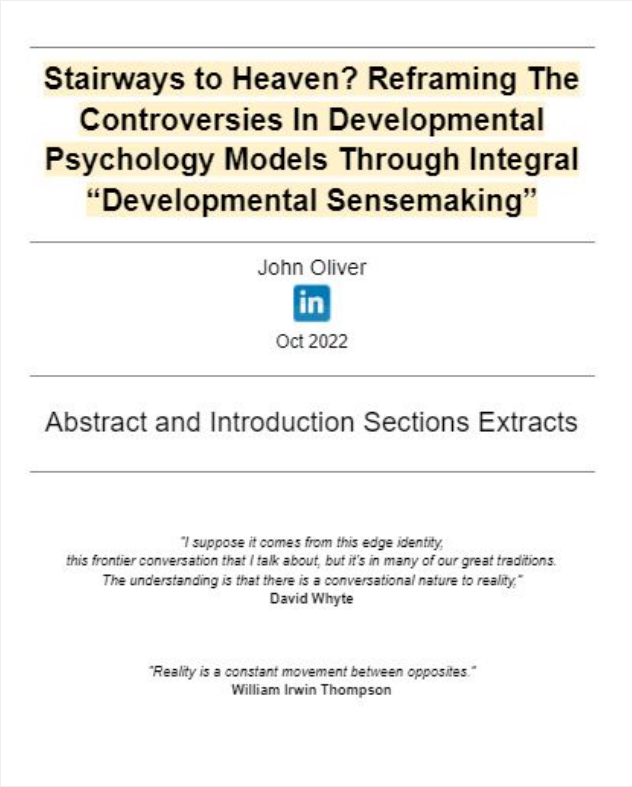
www.tyler.world Curriculum Vitae

Relevant Initiatives and Start-Ups

- **Citizen Tech**
  - pol.is - Computational democracy
  - cortico.ai - Conversation Platform - civic networks
  - ethelo.com - Transform Community Engagement Through Consensus
  - decidim.org - Free Open Source Democracy
  - Radical Exchange - Institutional innovation
  - MetaGov - Lab for digital governance
  - Democracy Routes - Inclusive decision making software
- **Organisational Applications**
  - hunome.com - Making sense of the world´s complexity
  - loomio.com - Collective Intelligence
  - contextdriven.ai - 'Frameworking' with AI (Integral Life CEO's platform)
  - Other corporate start-ups: Glint, OfficeVibe, Valence.co, Quan (wellbeing surveys)
- **Qualitative Research**
  - Discuss.io - AI based
  - Remesh.ai - AI based

Research References - 1
Ethics of **Developmental Psychology** Interpretation Frameworks

- Rosenberg, Shawn W.: **Rethinking Democratic Deliberation: The Limits and Potential of Citizen Participation** 2007 Polity 335-360 V 39 N 3 10.1057/palgrave.polity.2300073
- John Oliver paper and LinkedIn Post: Stairways to Heaven? Reframing The Controversies In Developmental Psychology Models Through Integral "Developmental Sensemaking"



Stairways to Heaven? Reframing The Controversies In Developmental Psychology Models Through Integral "Developmental Sensemaking"

John Oliver

Oct 2022

Abstract and Introduction Sections Extracts

"I suppose it comes from this edge identity,
this frontier conversation that I talk about, but it's in many of our great traditions.
The understanding is that there is a conversational nature to reality."
David Whyte

"Reality is a constant movement between opposites."
William Irwin Thompson

Research References - 2
AI and the Barrier of Meaning

- **John Oliver LinkedIn Posts:**
  - Mapping AI across the spectrum of cognition - LLM and Symbolic AI as representations of the polarity between abstraction and codification - April 2024
  - Understanding the “Barrier of Meaning” in AI from the perspective of the complexity sciences - February 2024
  - My Notion Page on notes from the 2023 course by JF Martel on "Art in the Age of AI"
- **Video Resources:**
  - Workshop on AI and the Barrier of Meaning 2, April 24-26, 2023 Santa Fe Institute
- **Research Papers:**
  - LLMs Can't Plan, But Can Help Planning in LLM-Modulo Frameworks Proceedings of the 41 st International Conference on Machine Learning, Vienna, Austria. PMLR 235, 2024
    - Comparing LLM and Symbolic AI designs to Daniel Kahneman’s “System 1” (intuitive abstraction cognition) and “System 2” (analytical codified cognition)
  - What are human values, and how do we align AI to them? Oliver Klingefjord, Ryan Lowe, Joe Edelman. Meaning Alignment Institute 17 Apr 2024
  - Large Language Models Need Symbolic AI - Northwestern and Indiana Universities NeSy 2023, 17th International Workshop on Neural-Symbolic Learning and Reasoning, Certosa di Pontignano, Siena, Italy