

# YOU KNOW YOU'RE SUPERSTRUCTING when...



**SUPERSTRUCTING** means reinventing our tools and processes, our organizational structures, and even our concepts of cooperation and collaboration. So how do we know when we're on the right track? How do we know when we've gone beyond the best practices of contemporary organizations to superstruct our projects?

Here are five basic outcomes you can monitor as indicators that you're on your way to the kind of reinvention necessary for success in the next decade:

## 1 You'll know you're superstructuring ... when you've achieved **more** and **different participation**

### Signs to look for:

- Massively more and different kinds of people identify themselves as part of your organization's mission and network.
- A broader and more layered community starts to engage directly with your organization.
- People are using new, imaginative language to talk about the paradigm shift your organization is making.
- Your community of actors and advocates is inventing fun new ways to perform or demonstrate their support and engagement.

## 2 You'll know you're superstructuring ... when you begin to implement what once were nearly **inconceivable possibilities**

### Signs to look for:

- You are "mashing up" ideas, metaphors, and best practices from previously unrelated fields and industries.
- You've combined massively many POVs—points of view—from different fields, industries, geographies, and demographics to avoid possible "blind spots."
- You have identified at least a handful of previously hard-to-detect outlier possibilities—low probability events and outcomes that would have a disproportionately big impact on your organization.



### 3 You'll know you're superstructuring ... when you're inventing and testing **smaller** and **bigger practices**

#### Signs to look for:

- You've lowered the threshold to change or adopted a new behavior that contributes to a common good.
- More and different people can directly contribute to a better collective outcome through your organization.
- You've defined new units of contribution to measure new practices.
- You are using visualization tools to help others see the aggregate impacts of small contributions at large scales.

### 4 You'll know you're superstructuring ... when you are creating **stranger** and **more** **shareable products**

#### Signs to look for:

- You are creating a new, larger good that can be shared, used, applied, or monetized by different groups in different ways.
- You are open to—and constantly scanning for—unexpected products that could be useful to someone, somewhere.
- You are broadly advertising unexpected products in order to figure out who would want them and what they're useful for.
- You've found at least one new thing—data, content, byproducts, leftover resources, participation bandwidth—to offer up as a common good.

### 5 You'll know you're superstructuring ... when you are designing and participating in **new** and **world-changing processes**

#### Signs to look for:

- You have made a commitment to ongoing cooperation with at least one other organization, institution, or group that you previously considered completely outside the scope or scale of your organizational purpose.
- You are harnessing “bottom-up” flows (from individuals and groups working at smaller scales) and “top-down” flows (from organizations and institutions working at bigger scales) to augment your organization's everyday work.
- You are releasing your own “bottom-up” and “top-down” flows to amplify your work and to influence groups working at bigger and smaller scales.