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Humantific is a new breed of SenseMaking-based Transformation Consultancy. Working with our human-centered toolbox, we help organizational leaders co-create pathways through fuzzy strategic complexity, communicate complex ideas, and build organizations that not only maximize collective brainpower but are also adaptable to continuous change. We believe SenseMaking and ChangeMaking have become equally important partners in the quest to create a more human-centered world.

[www.humantific.com](http://www.humantific.com)

**Visual SenseMaking for ChangeMaking**

Abstract:

For 21st century organizations creating paths through continuously changing complexity requires a different set of capabilities and tools than those from previous eras. Organizational leaders working with Humantific recognize that before change happens, new seeing has to happen, new understanding has to happen, new thinking has to happen. In this context of complexity there is rising awareness that SenseMaking is the 21st century FUEL for organizational innovation.

SenseMaking is making the strange familiar. In an organizational context SenseMaking is the strategic activity of making sense of ambiguous complex situations. At Humantific, we do this using visual methods and tools, including words, images, drawings, diagrams, charts. This involves not only visual thinking, but creating visual ordering systems.

ChangeMaking is making the familiar change. In an organizational context ChangeMaking is the strategic activity of moving from an existing state to a co-created future state. At Humantific, we do this using hybrid methods from the emerging/converging fields of design thinking, innovation acceleration and transformation science.

While every innovation cycle requires both SenseMaking and ChangeMaking the big news is that the proportions of one to the other are radically changing as challenges become more complex. On large scale innovation challenges there is often a significant degree of SenseMaking that has to be undertaken before ChangeMaking can begin. This paradigm shift is radically transforming how organizations are gearing up to overcome the Complexity Navigation Crisis and get ready for change.

Humantific will present their SenseMaking for ChangeMaking model, and show several recent case studies with Visual SenseMaking examples, including The Measure of America (American Human Development Report) A Portrait of Mississippi, and several projects on Making Research Understandable.