

EXPLORING PATTERNS OF CONNECTION

Social Dreaming

Nicola Wreford-Howard



AGENDA

- 10:00 Welcome, overview and introductions (40')
- 10:45 Social Dreaming Matrix & Dream Reflection (45')
- 11:45 Social Dreaming Presentation – Reflection in Groups and Plenary Discussion (75')
- 13:00 --- lunch break ---
- 14:00 Social Dreaming Matrix & Dream Reflection (60')
- 15:00 --- short 10' break ---
- 15:10 Reflection-Application Groups: Applying SD to personal role / practice (40')
- 16:00 Weaving themes from Groups and Social Dreaming application case studies
- 15:00 --- short 10' break ---
- 17:00 Review, wrap-up and good bye's
- optional dinner together -



SOME QUESTIONS WE MAY HOLD IN MIND:

- How do we envision, design and hold 'good enough' spaces (containment) in organisational consultancy ?
- How do we notice and work with social defences and creativity playing out in different parts?
- How do we balance emergent energy towards creative integration, innovation and development?
- How can shared dreams serve as 'transitional space' in transformation processes?



WHAT IS 'SOCIAL' DREAMING ?

- **Social Dreaming** provides opportunity to share dreams and associations in a **contained space** called a **Social Dreaming Matrix**.

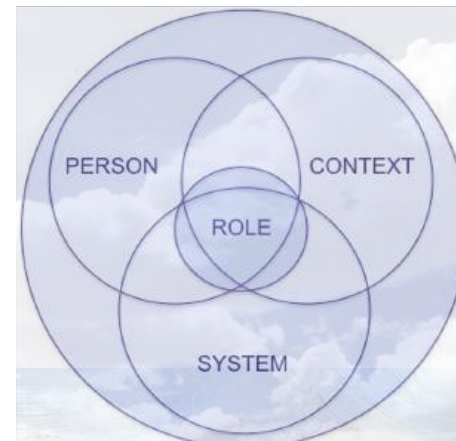
Purpose is to

- To create a space to make links and find new connections, to incubate **new thoughts and creative ideas** emerging from dreams relating with other dreams.
- To explore new **patterns of meaning** in relation to the groups, organizations and communities in which we live.



WHY

- To explore **untapped potential** of creativity in the patterns of our interconnected dreams,
- To reflect **systems psychodynamics** of our selves in role in teams, systems and in context
- as a **development tool** for containment in complexity, holding and hosting space to incubate, innovate, integrate and transform
- democratic, dialogic, diverse, disruptive, surprisingly fun.



CREATIVE INNOVATION - DREAM INCUBATION



The Theory of Relativity

A field of cows inspired **Albert Einstein's** theory of relativity. In his dream, Einstein was telling a farmer about cows being surrounded by an electric fence, but the farmer saw something different. Einstein awakened with the realization that the same event could vary from different perspectives, and the theory of relativity began to take shape.



The Periodic Table

Russian chemist **Dmitri Mendeleev** arrived at his creative breakthrough by the unconscious product of what T.S. Eliot called [idea-incubation](#). Exhausted from days of trying to classify the 56 elements [he decided to sleep on it](#). Mendeleev wrote in his diary: "I saw in a dream a table where all the elements fell into place as required. Awakening, I immediately wrote it down on a piece of paper, Only in one place did a correction later seem necessary."



The Sewing Machine

Elias Howe was exhausted from his attempts to develop a machine that could stitch. Asleep, he dreamt that cannibals were preparing to cook him as they danced about waving spears—and the spears had a hole at the sharp tip. That's when Howe got the idea to pass the thread through the *point* of the needle instead of the end.

([The Aha! Moment: A Scientist's Take on Creativity](#))



The Model of the Atom

In 1922, Danish physicist **Niels Bohr** received the Nobel Peace Prize in Physics for conceiving the model of the atom. He was snoozing away when he had a vision of the planets attached to pieces of string circling the sun. He woke up from this dream and suddenly could envision the movement of electrons.



Google

The idea came to Google cofounder Larry Page in a dream as a 22-year-old student in the 90s. Larry was struck in the middle of the night with a vision: He had somehow managed to download the entire Web and just keep the links. When he awoke he wrote down what became the basis for an algorithm he used to power a new Web search engine

"When a really great dream shows up, grab it!"

Larry Page

Click for more [ideas that came from dreams](#) and on harnessing the [dream revolution](#) and visit the www.museumofdreams.org !



HOW

In Social Dreaming we focus on the dream and not the dreamer.

We focus on emerging links & associations connecting patterns of dreams, not on the meaning of individual dreams to one person.

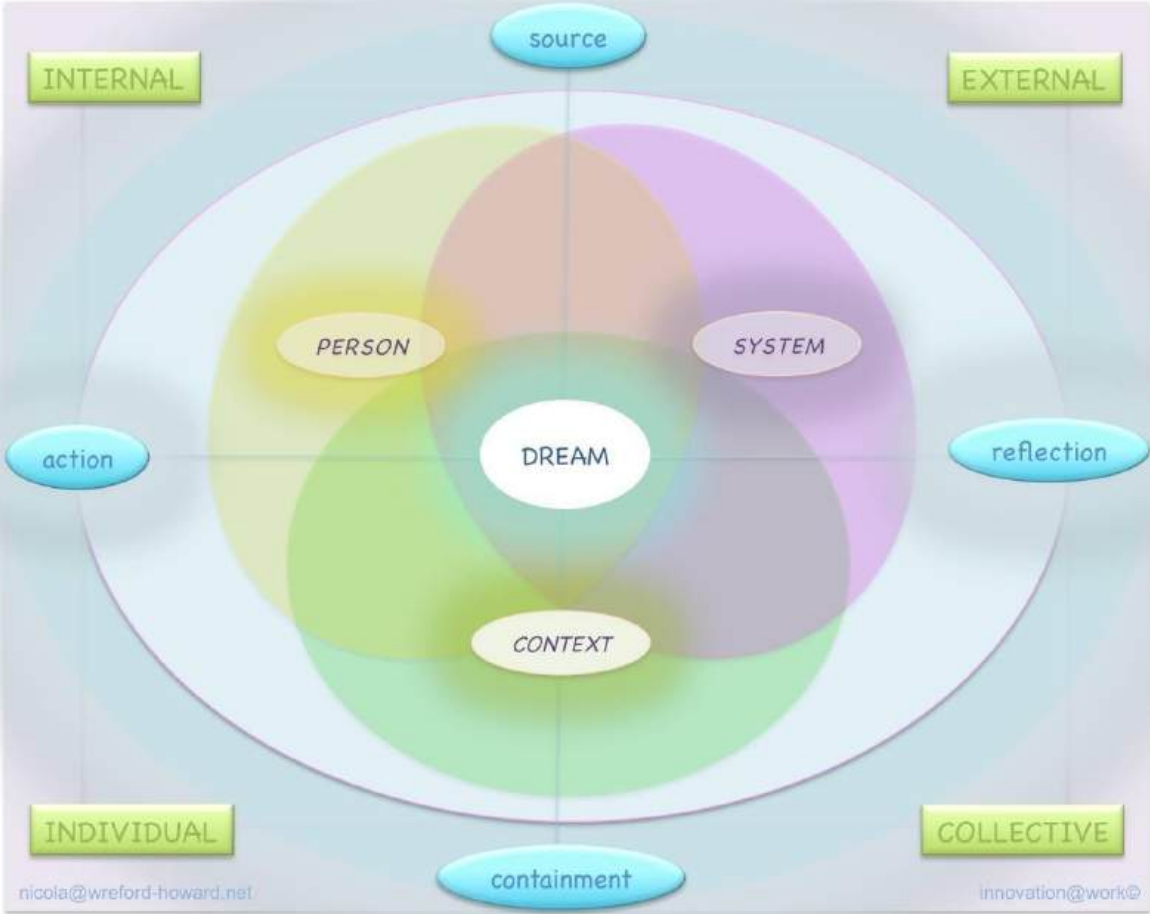


HOW

- The associative unconscious of the matrix tends to reveal patterns of the ‘un-thought known’.
- These patterns can be reflected upon in various forms of exploration using different lenses or frames
- To create new ways of sensing and thinking about creative endeavors and collective innovative initiatives.



Lenses: within the Transformation Experience Framework



THE MATRIX - 7 HYPOTHESIS

- 1) The matrix is a different container for receiving dreams from any other in existence. Consequently, the contained of the dream alters.
- 2) The social dreaming matrix is developing a new conjunction of thought on dreaming . A corollary is that the matrix exists to discover what only a matrix can discover. ~ Faraday Cage
- 3) The experience of the social dreaming matrix inducts participants into the tension between the finite and the infinite, between the known and the not-known, the conscious and the unconscious.
- 4) The social dreaming matrix allows participants to have the experience of being in the unknown, to be in doubts, mysteries and uncertainties. 'negative capability' (Keats, 1970: 43; in Bion, 1978)



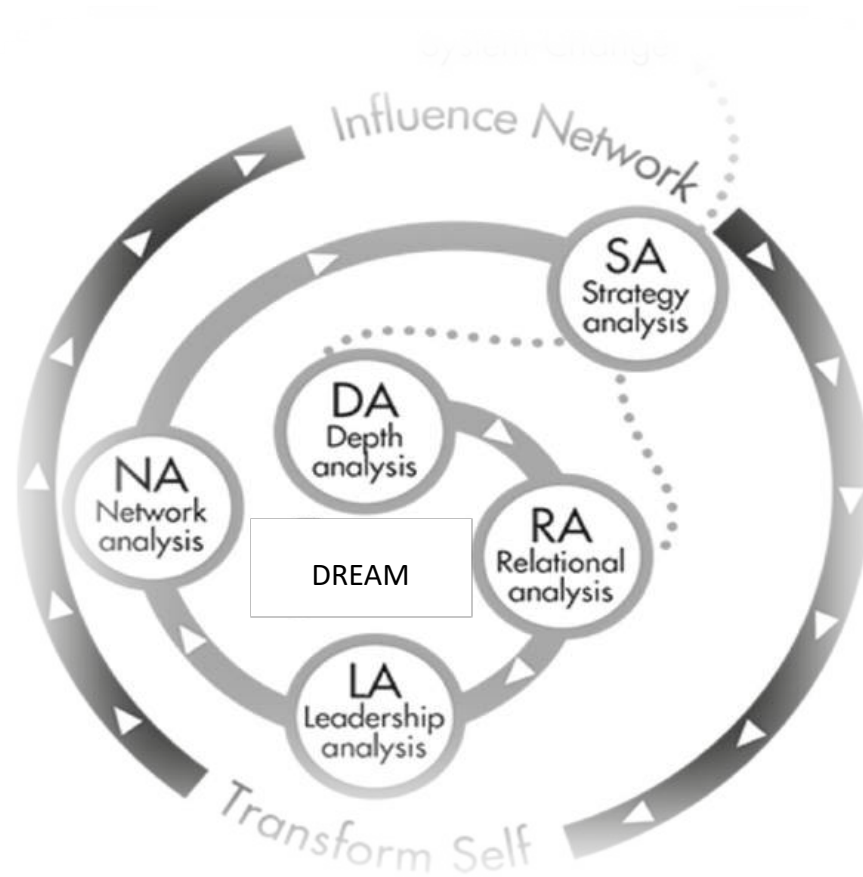
THE MATRIX – 7 HYPOTHESIS

- 5) Social dreaming, because it accesses the infinite, mobilizes the thinking capacities of participants in the matrix, and leads to the apprehension of new patterns of facts, is being used as a tool of action research.
- 6) In the social dreaming matrix the transference is to the dream.
- 7) The social dreaming matrix is a transitional phenomenon, which facilitates the conversion of the dream experienced subjectively into objective reality. Individual participants relate their own dreams to the collective reality as it is being co-constructed by all the dreams as reflections of reality.

From: **Social Dreaming as Sustained Thinking**. Gordon Lawrence, *Human Relations* 2003 56: 609



Lenses: within the Analytic Network Coaching Framework



WHERE

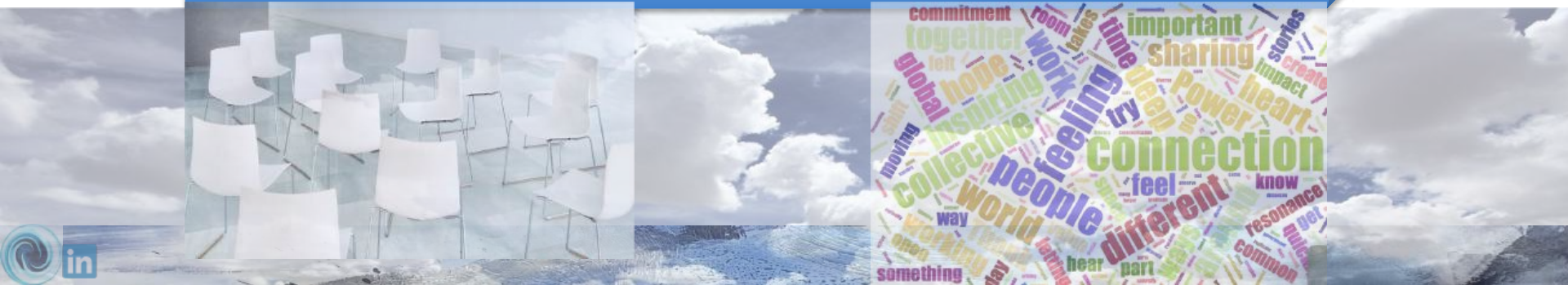
- Corporations
- Government & NGO's
- Think Tanks
- Start-up's
- Schools & Universities
- Business schools
- Professional Societies
- Conferences & Symposia
- Film & scriptwriting
- Galleries, Theater, Ballet
- Crisis & Disaster Interventions

- Community Development
- Organizational Consultancy
- Strategy Development
- Business Process Management
- Whole Systems Transformation
- Leadership Development
- Scenario & Design Thinking
- Sustainability & CSR
- Coaching & Training
- Innovation & Prototyping
- Marketing & Brand Management

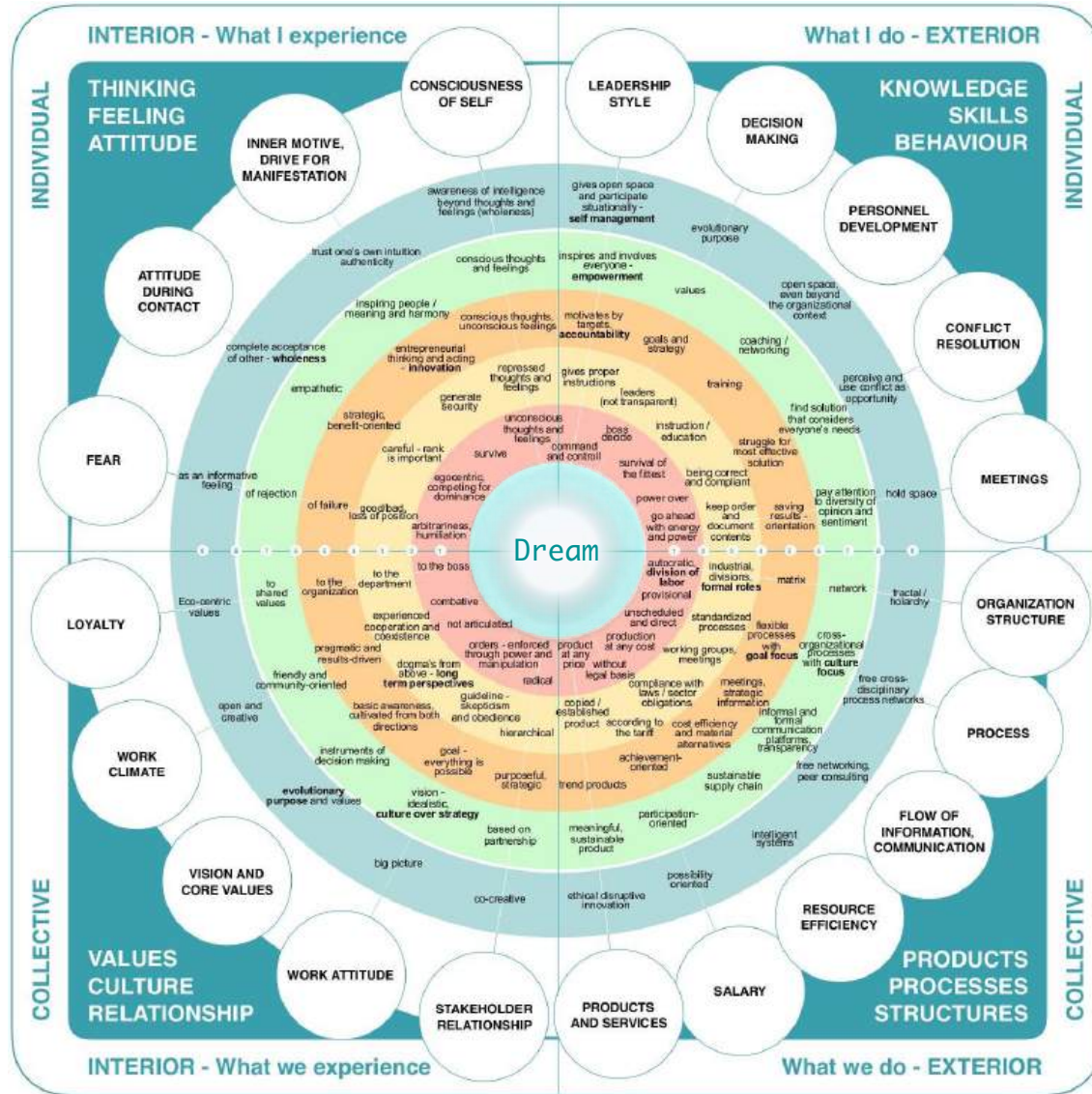


EXAMPLES

- Think Tanks
- Start-up / Innovation
- Schools & Universities
- Business schools
- Professional Societies
- Conferences



Dreams within the Transforming Organisations map:



Questions?

Reflections?

