



What is The Segue Collective Intelligence Process™?

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“The world’s greatest resources are to be found in human intelligence, ingenuity and imagination.”

--Buckminster Fuller

se·gue (sĕg'wā', sā'gwā')

1. (v.i.) **move smoothly**: to make a smooth, almost imperceptible transition from one state, situation, or subject to another, as between movements or themes in a work of music
2. (v.t.) **smooth transition**: the act of making a smooth transition from one state, situation, or subject to another
3. (n.) **bridge**: a structure which creates a connection between otherwise separate entities

Source: Encarta[®] World English Dictionary [North American Edition] © & (P)2009 Microsoft Corporation.

The New Marketplace

During times of rapidly shifting circumstances, it is important that a business’s ability to respond matches the conditions of the new marketplace. Our old ways of planning and organizing are inadequate to meet the demands of the accelerating rate of change in today’s society.

Among the common added costs to our businesses are duplications, a failure to remain relevant, low employee retention and communication breakdowns between people and between departments. In non-profit organizations, it means losing your best volunteers, presenting an unclear message to the public and wasting management time.

A Company's Most Wasted Resource

Businesses and non-profit organizations possess large reservoirs of expertise and wisdom among their members, an untapped resource with the capacity for developing ideas and creating previously unimaginable outcomes. The people involved might be members of an executive design team, a neighborhood association or the PTSA.

A team which is able to draw on its pooled intelligence and wisdom—its “collective intelligence”—will adapt to change more quickly and move more as a coherent whole and less as a collection of fragmented pieces. Moreover, the people involved rise to the occasion and appreciate being able to contribute their intelligence and imagination to making the company or organization successful.

Until now, however, there has been no process for a manager or business owner to tap this vast resource with any dependable results.

No Problem Too Big

Question-Driven Solutions has developed The Segue Process™, a breakthrough problem-solving tool which can be used in any situation in which people share an important goal. It has been applied everywhere from planning an art exhibition to conducting a UNESCO conference.

Once learned, the Segue Process™ can be adapted for any group project. Being able to call on this skill helps all the people involved to participate in developing solutions beyond what they might otherwise expect and to own the results produced.

A Problem-Solving Game

You can think of the Segue Process™ as a game like volleyball: there are boundaries, time limits, goals, rules, skills and proficiencies. It is a role-playing game which is set in the real world. As with any game, an experienced team develops “moves” and shortcuts which enhance their ability to create a desired outcome more quickly.

Most people play team sports for the high of being “in the zone” with their teammates. Just as in volleyball or a jazz ensemble, there is a groove that a project team can drop into by using the Segue Process™.

In the Segue Process™, we call the groove coherence, as in laser light is “coherent,” meaning the individuals (or waves of light) involved work in tandem. In the way members of a volleyball team develop their groove by practicing the basics of serving, passing and setting up, the staff of a small hotel developed coherent performance by routinely practicing a Segue Process™ to solve operations problems.

The same is true for a dance troupe or a rescue team: performing in the zone or in the groove is where the personal rewards are the greatest and where the team’s best results show up.

A Problem-Solving Multi-Tool

In a Segue Process™, the object is for the people involved to cooperate in building a desired solution together. The “desired solution” could be anything from two people having an outrageous evening on the town to a company launching a new product or the owners of a rural community protecting their land values.

The more difficult the problem, the more interesting will be the Segue Process™. Once a group learns it, they can experiment using it in other situations. For example, a person will learn it at work and then use it with his church elders’ group or community action committee.

Our Commitment

Question-Driven Solutions is committed to providing the community with tools for combining the experience and wisdom of the individual members of a company, a project team, a community organization or family to produce solutions and opportunities beyond what they might otherwise expect.

How do you get started?

The Segue Process™ ends boring, time-wasting meetings forever. Gossip and destructive internal competition fade as winning the game they have chosen to play takes precedence over small, personal agendas.

To inquire about having Robert facilitate your team or department or organization and information about training in using the Segue Process™, contact Robert at RBystrom@Proton.me.