

be certain that a new practice has taken root when its three elements (seeing, thinking, and doing) have been implemented, a feedback mechanism kicks in (when new doing leads to new seeing and thinking, and so on), and the practice reinforces itself.

As it is our aim for frame creation to become an influential new practice within organizations, we will have to confront head-on the “mismatch” between frame innovation and the organizations’ normal ways of working. We will do so in the next chapter.