

The Architecture of Transformation

Ethnographic Expeditions for the Evolving Organization.

25,000

The Master Guide: Søren Bjerrum.

25,000 Hours of Ethnographic Fieldwork.

Søren Bjerrum is an independent Applied Ethnographer. He specializes in the science of human experience, applying tools from anthropology, developmental psychology, and integral theory to decode and elevate organizational dynamics.

Observation

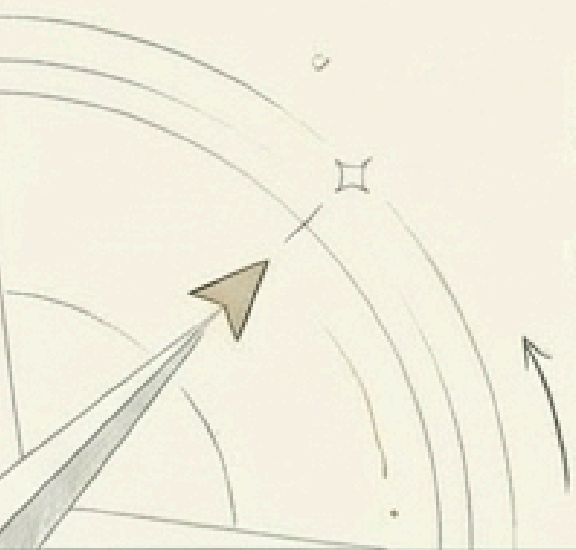
Mastering the art of the "Social Gaze" to decode complex cultural patterns.

Deconstruction

Stripping away inherited corporate conditioning and assumptions.

Reconstruction

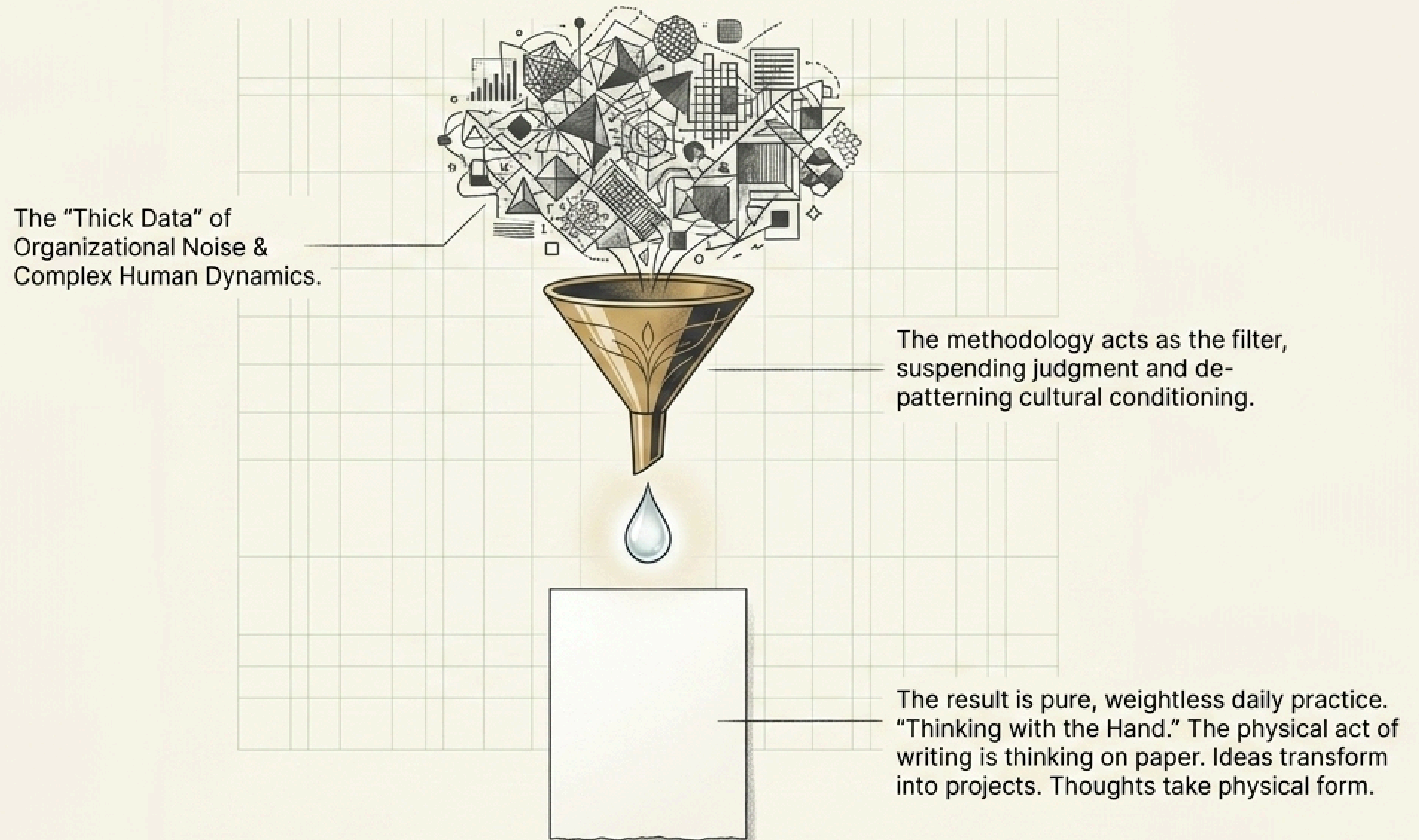
Co-creating conscious, high-performing systems using the philosophy of "Thinking with the Hand."



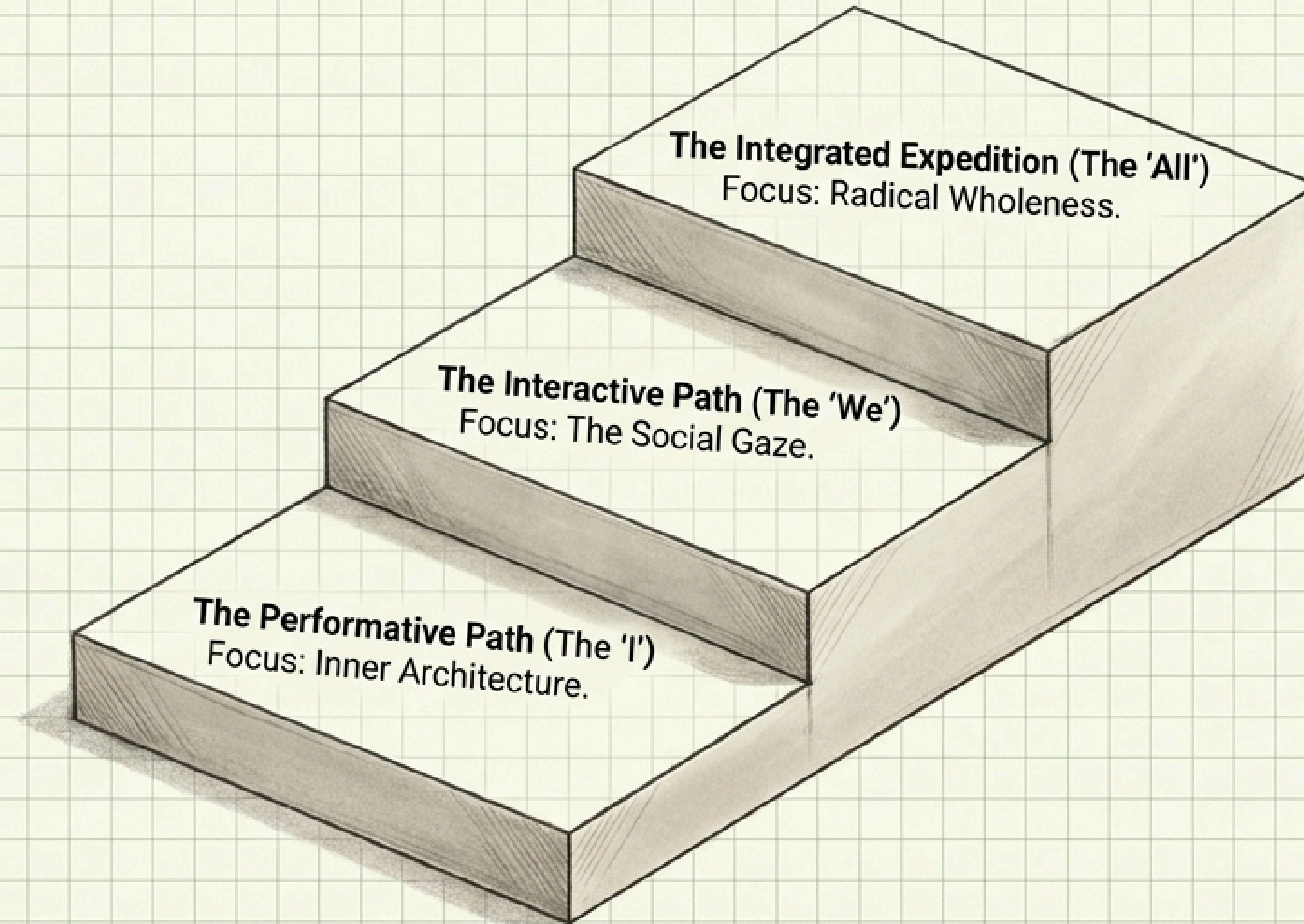
The Paradigm Shift.

| Traditional Corporate Training | Integral Ethnography |
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| <ul style="list-style-type: none">• Focus: Task Execution & Goal Tracking | <ul style="list-style-type: none">• Focus: State Observation & Developmental Growth |
| <ul style="list-style-type: none">• Method: Willpower & Toxic Positivity | <ul style="list-style-type: none">• Method: Making the 'Subject' into the 'Object' (Robert Kegan) |
| <ul style="list-style-type: none">• Origin: Hustle Culture & Self-Help | <ul style="list-style-type: none">• Origin: Social Science & Anthropology |
| <ul style="list-style-type: none">• The Gaze: Dualistic (Success vs. Failure) | <ul style="list-style-type: none">• The Gaze: Holistic (Mastery of inner and outer landscapes) |

The Alchemy of Clarity



Three Paths to Evolution.



EACH PATH ESCALATES IN DEPTH, MOVING FROM INDIVIDUAL STATE REGULATION TO SYSTEMIC ORGANIZATIONAL TRANSFORMATION.

TIER 1: The Performative Path.

Inner Architecture.

Purpose:

Mastery of internal landscapes and state state regulation. The foundation of external leadership is profound internal clarity.

Timeframe: 1-Day Intensive (6 Hours)

Participants: Maximum 15

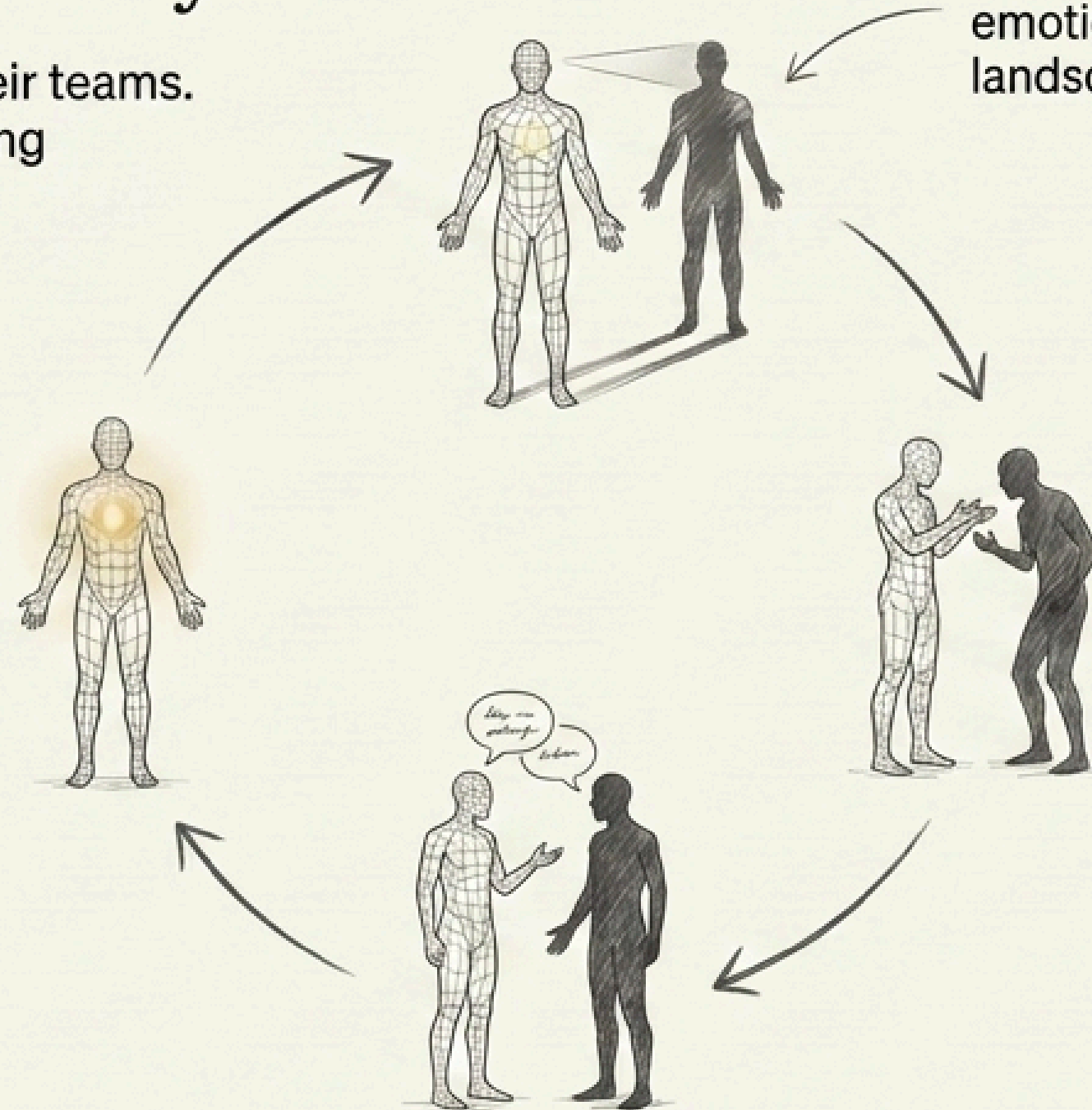
Tools: Full Spectrum Mindfulness, 3-2-1 Shadow Work, Nonviolent Communication (NVC), Polarity, and Flourishing.

Investment: \$7,500

Tier 1 Mechanics: The 3-2-1 Integration Cycle

Leaders routinely project inner fears onto their teams.
This cycle reclaims that lost energy, translating
symptoms back into authentic drives.

3 - Be It: talk or write as it,
acknowledge it, acknowledge it
as yourself, thereby you take
responsibility – where “it” was the
“I” has now become.



1 - Face It: Confront the projected
emotion or "monster" in your inner
landscape.

2 - Talk to It: Ask it: "Why are you
chasing me? What do you want?"

Meditation alone cannot solve psychological projections.
True inner architecture requires active integration.

TIER 2: The Interactive Path.

The Social Gaze.

Purpose: Navigating and cultivating healthy organizational culture. Ethnography becomes the ultimate tool for decoding and optimizing team dynamics.

Timeframe: 1-Day Interactive Workshop (6 Hours)

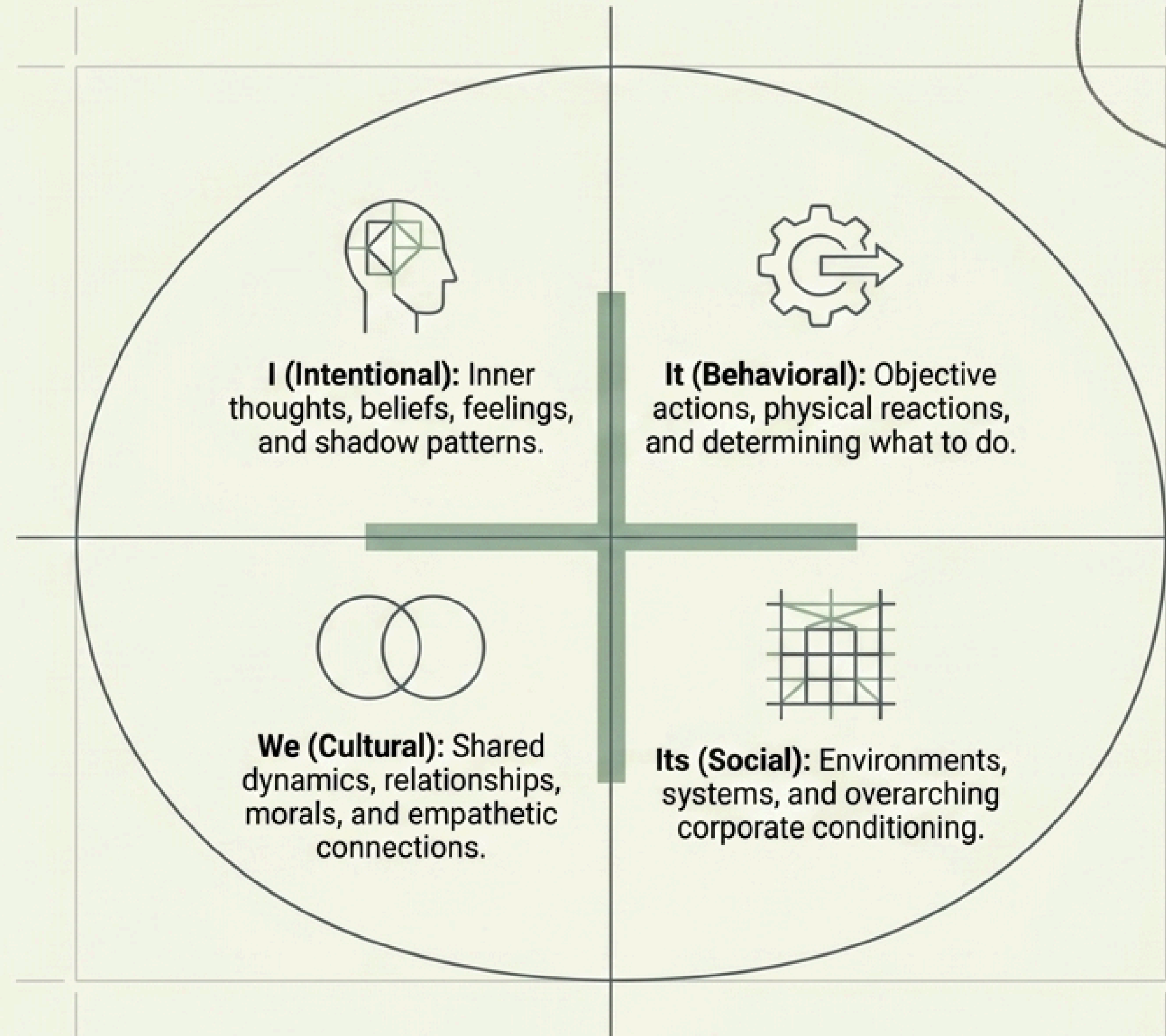
Participants: Maximum 20

Tools: Applied Cultural Analysis, Ethnographic Fieldwork for Teams, Dialogue on Morals, Values, and Ethics.

Investment: \$8,500

Tier 2 Mechanics: PO/Q/D Indexing.

Participant Observation and Quadrant Mapping expand the leadership field of vision.



TIER 3: The Integrated Expedition.

Radical Wholeness.

Purpose: The complete 'shabang' for systemic and personal transformation. A deep-dive combination of both the Performative and Interactive paths, elevating the entire organization.

Timeframe: 2-Day Expedition (12 Hours total)

Participants: Maximum 12 (Intimate and highly impactful)

Tools: Full synthesis of Inner Architecture and Cultural Analysis tools.

Investment: \$18,000

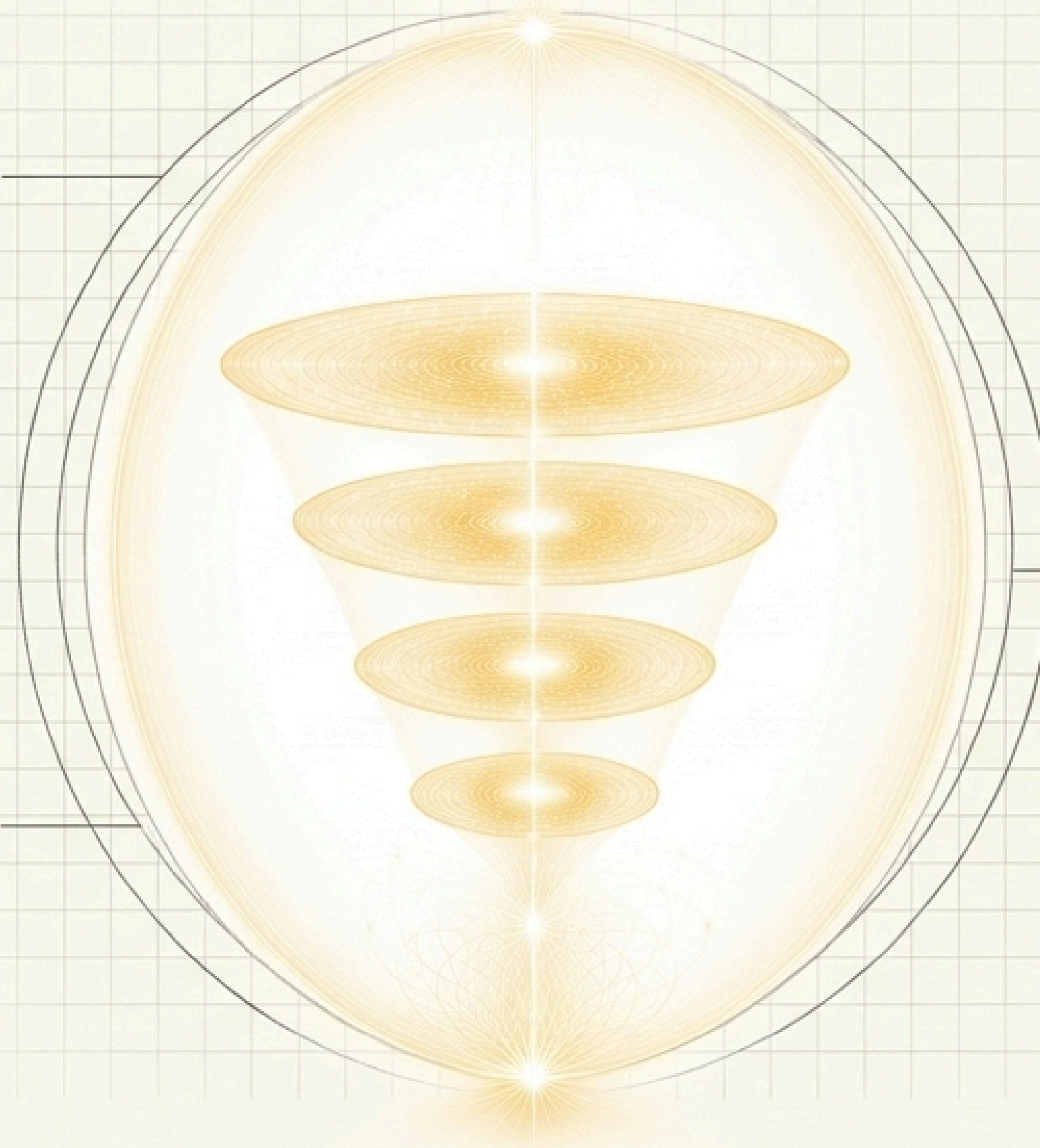
Tier 3 Mechanics: State Stages of Consciousness.

Radical Wholeness is achieved by balancing two axes of development: 'Growing Up' (structural frameworks) and 'Waking Up' (state awareness).

Integrating the 'I' (Inner)
and the 'We' (Outer).

Preventing spiritual
bypassing of
organizational problems.

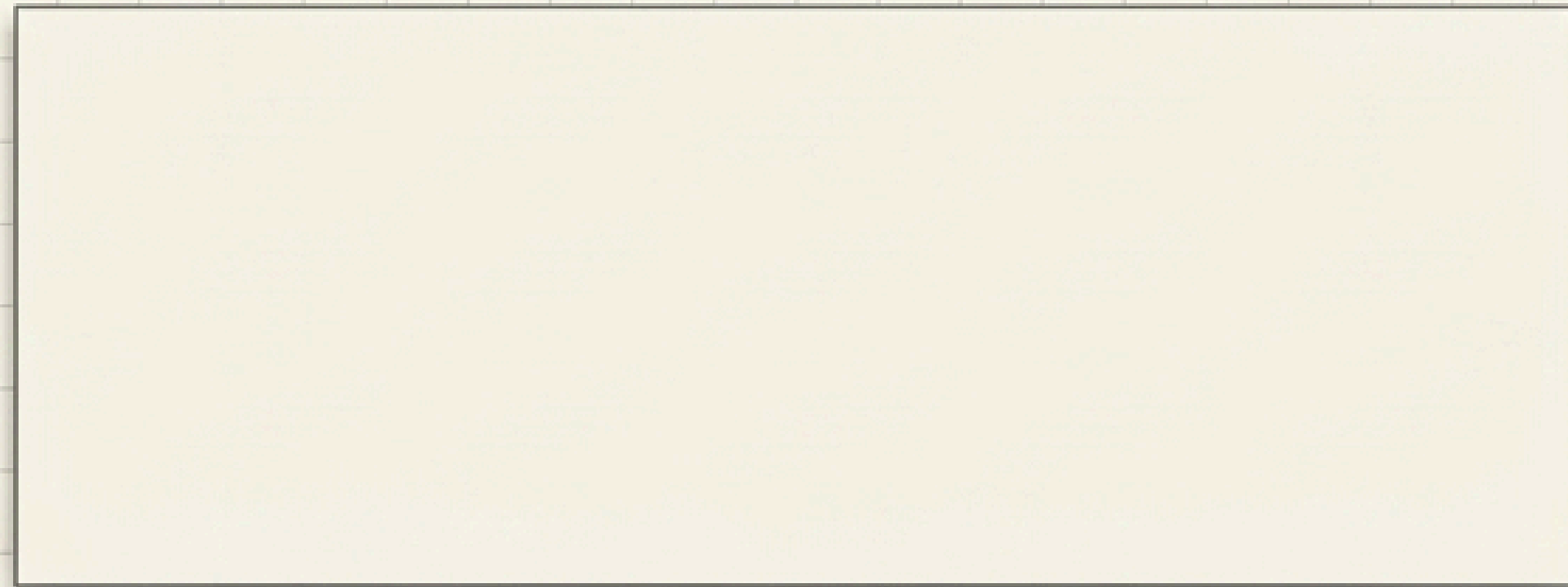
Reaching the apex of
conscious, co-created
corporate ecosystems.



The Expedition Matrix.

| Performative Path (Tier 1) | Interactive Path (Tier 2) | Integrated Expedition (Tier 3) |
|---|--|--|
| Purpose: Inner Architecture | Purpose: The Social Gaze | Purpose: Radical Wholeness |
| Timeframe: 1-Day (6h) | Timeframe: 1-Day (6h) | Timeframe: 2-Day (12h) |
| Pax: Max 15 | Pax: Max 20 | Pax: Max 12 |
| Tools: Mindfulness, 3-2-1 Shadow, NVC | Tools: Cultural Analysis, Team Ethnography | Tools: Complete Systemic Synthesis |
| Price: \$7,500 | Price: \$8,500 | Price: \$18,000 |

The Genesis of Clarity Awaits



The complexity of modern leadership cannot be solved with more noise.
It is solved with profound observation, precise architecture, and a
return to the blank canvas.