



nRhythm Design Sprint

Imagining a Regenerative Agricultural System with Finian Makepeace in 60 Minutes



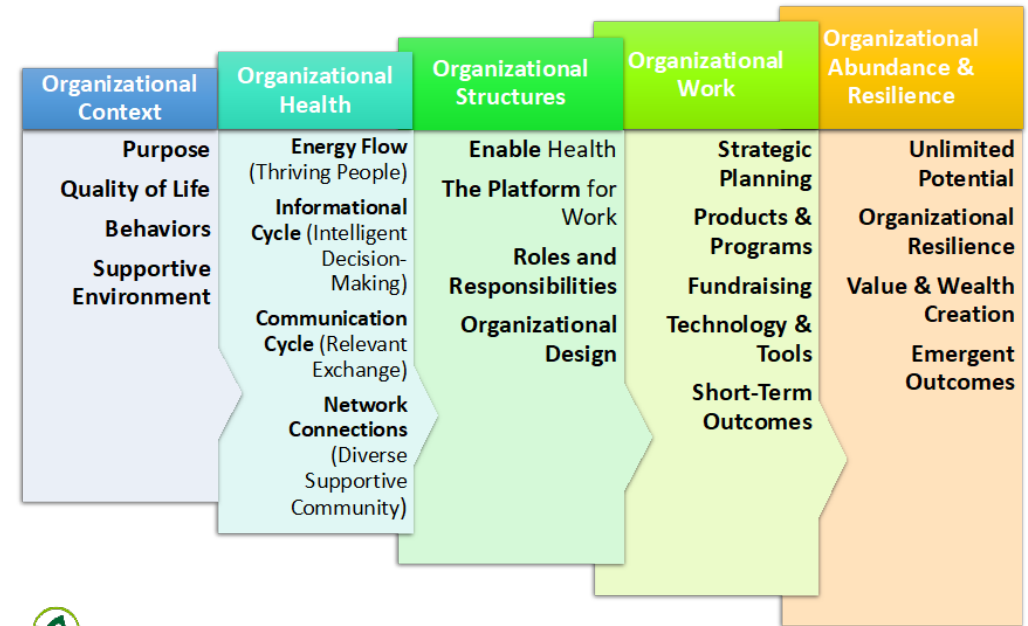
About nRhythm Design Sprints

nRhythm Design Sprints are 60-minute intentionally structured conversations designed to re-imagine systems – from agriculture to capitalism to the built environment. We interview leaders across a variety of industries utilizing nRhythm’s Regenerative Framework to frame and land the conversation operationally in order to inspire and ignite systems change locally and globally.

- **Context.** What is the big why? What is the quality of life in a regenerative agricultural system? What behaviors do we need to live into in order to regenerate agriculture?
- **Health.** How can we enable the health of the system?
- **Structures.** What structures that would enable the health of the system and create the impact that we all want?
- **Work.** What work will we do to realize the context?
- **Abundance.** What does abundance and unlimited potential look like in the system?

The following slides capture the conversation.

The Regenerative Framework



About Finian Makepeace & Kiss the Ground

Finian Makepeace is the co-founder of Kiss the Ground and a renowned presenter, media creator, and thought leader in the field of regenerative agriculture and soil health. His dedication to Kiss the Ground's mission of "inspiring participation in global regeneration, starting with soil", has motivated him to develop training programs, workshops, and talks designed to empower people around the world to become confident advocates for this growing movement.

Kiss the Ground is a premier online educational hub for regenerative agriculture, with the goal of creating societal awareness about the solution to humanity's greatest challenges that is right under our feet. Kiss the Ground offers pathways for anyone to find resources and their unique way forward in contributing to this expanding global movement. Watch the Kiss the Ground documentary on Netflix or consider supporting their work to regenerate soils.



CONTEXT

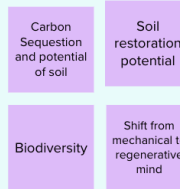
A system's Context provides a shared purpose for all decision-making. This purpose must be clear, meaningful and co-owned by all members. This Context should also include agreements on desired behaviors for engagement between members.

We explored questions such as:

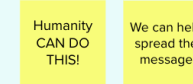
- What is the big why of regenerative agriculture?
- What is the big why of Kiss the Ground?
- How do people need to behave in order to ensure a regenerative agricultural system?
- What is the quality of life that we wish to cultivate in a regenerative agricultural system?
- What other nested systems is a regenerative agricultural system a part of?

Purpose

What is Regenerative Agriculture?



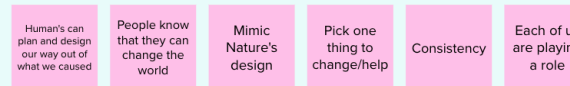
The Big Why of Kiss the Ground



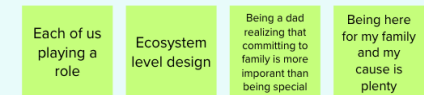
Quality of Life



Behaviors



Supporting Environment



HEALTH

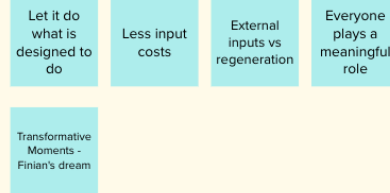
Insights derived from living ecosystems, these foundational processes are core for a healthy functioning environment. The fundamental belief is that systems must create the conditions for members to thrive. Abundance and resilience emerge as a by-product of the system. The active processes include:

- **Energy Flow:** Energy Flow is the energy created and transferred between members of a system. The more engaged and thriving the members, the greater the energy flow.
- **Communication Cycle:** Core to the success of any system is the delivery and exchange of intelligence and wisdom to all its members. Healthy systems have open, transparent flow of information that is actively exchanged with members.
- **Network Connections:** The mutualism, diversity of connections, and transparency that exist within the system will enable the operating environment to thrive.
- **Informational Cycle:** Healthy systems are receptive to new ideas and thinking by learning from previous decisions. Healthy decision-making is contingent upon wisdom being generated by the system.

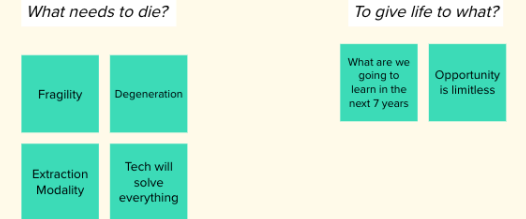
We explored questions such as:

- What does health look like in a regenerative agricultural system in each of these core areas?

Energy Flow: Thriving Members



Informational Cycle: Intelligent Decision-Making



Communication Cycle: Relevant Exchange



Network Connections: Interconnected Partners



STRUCTURES

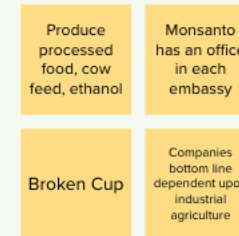
Structures should be designed to enhance or strengthen the intrinsic health (Energy Flow, Informational Cycle, Communication Cycle & Organization Connections) of the system. Here are a few examples of operating structures: 1) Roles and Responsibilities, 2) Governance, 3) Meetings, 4) Monitoring and Evaluation. However, all structures must adapt and evolve with the current operating conditions to maintain relevance.

We explored questions such as:

- What's different about the structures in a regenerative agricultural system vs the current system?

STRUCTURES

Structures of Industrial Agriculture



Structures of Regenerative Ag



WORK

Work is about the design and implementation of the vision and goals in the system. This involves agreeing upon and prioritizing the primary strategies and/or activities to create the most impact. In a healthy system, all of the activities are being achieved while being rooted in its purpose and without compromising the health of its members.

We explored questions such as:

- What is the work that needs to be done in order to regenerate our agricultural system?
- How is that contrasted with a degenerative system?

WORK

Work of Industrial Agriculture



Work of Regenerative Ag



ABUNDANCE

Abundance is the outward manifestation and ideal state of the work we are doing in the world. It is deeply rooted in our context without time boundaries and limitations. It is the ultimate expression of the transformation we would like to see in the world.

We explored questions such as:

- When you think about the abundance that can be created by regenerative vs degenerative agricultural systems, what does that look like?

ABUNDANCE

Outcomes of Industrial Agriculture



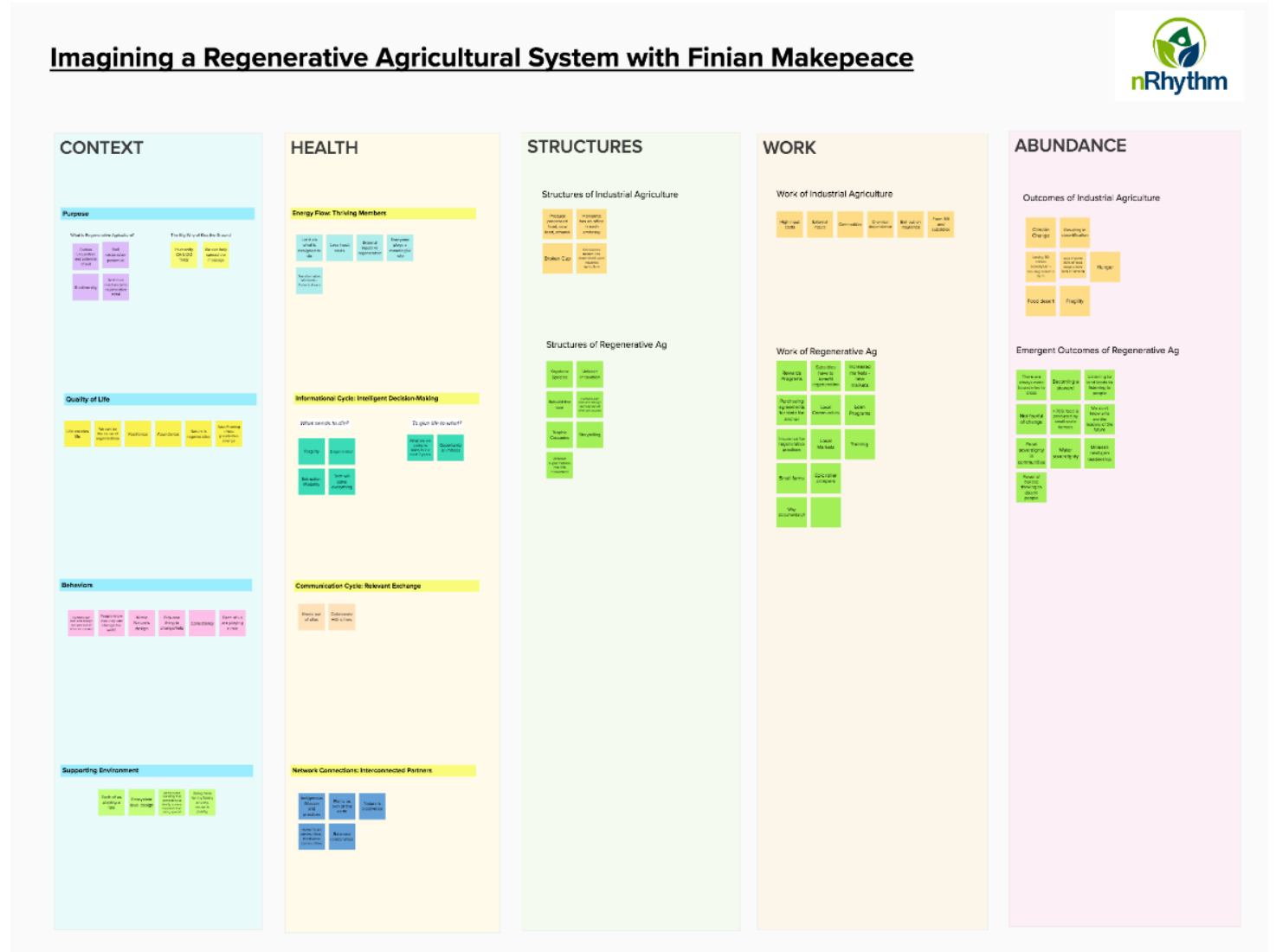
Emergent Outcomes of Regenerative Ag



REGENERATIVE FRAMEWORK

The Regenerative Framework is designed upon the insights and principles of living systems. It is a process, design and decision-making framework for creating the conditions for systemic health while regenerating potential and abundance.

The image on the right is the whole design captured in this nRhythm Design Sprint.



THANK YOU!



Learn More About nRhythm's Approach:

[Read our blog on Regenerative Design Principles](#)

[Discover hidden potential with our mini-workbooks](#)

[Explore your relationship with your role at work with the Thrive Index](#)

[Shift your mindset, behaviors, and practices with Regenerative Fitness Challenges](#)

[Learn the Foundations of a Regenerative Approach](#)

[Design \(or Re-Design\) Your Team or Project in the Regenerative Design Lab](#)

[Monitor the underlying health of your organization with the Health Index](#)