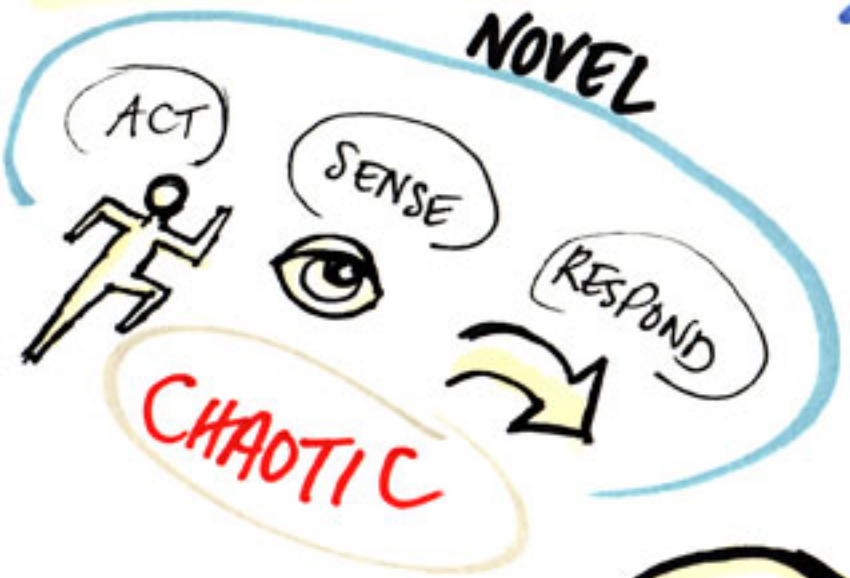


**DISORDER**



**COLLAPSE**

**RISK**

**CYNEFIN FRAMEWORK**

CONSENSUS

yes  
yes...

HIGH  
RISK  
OF  
COLLAPSE

READY FOR EXPLOITATION

COMPLICATED DOMAIN

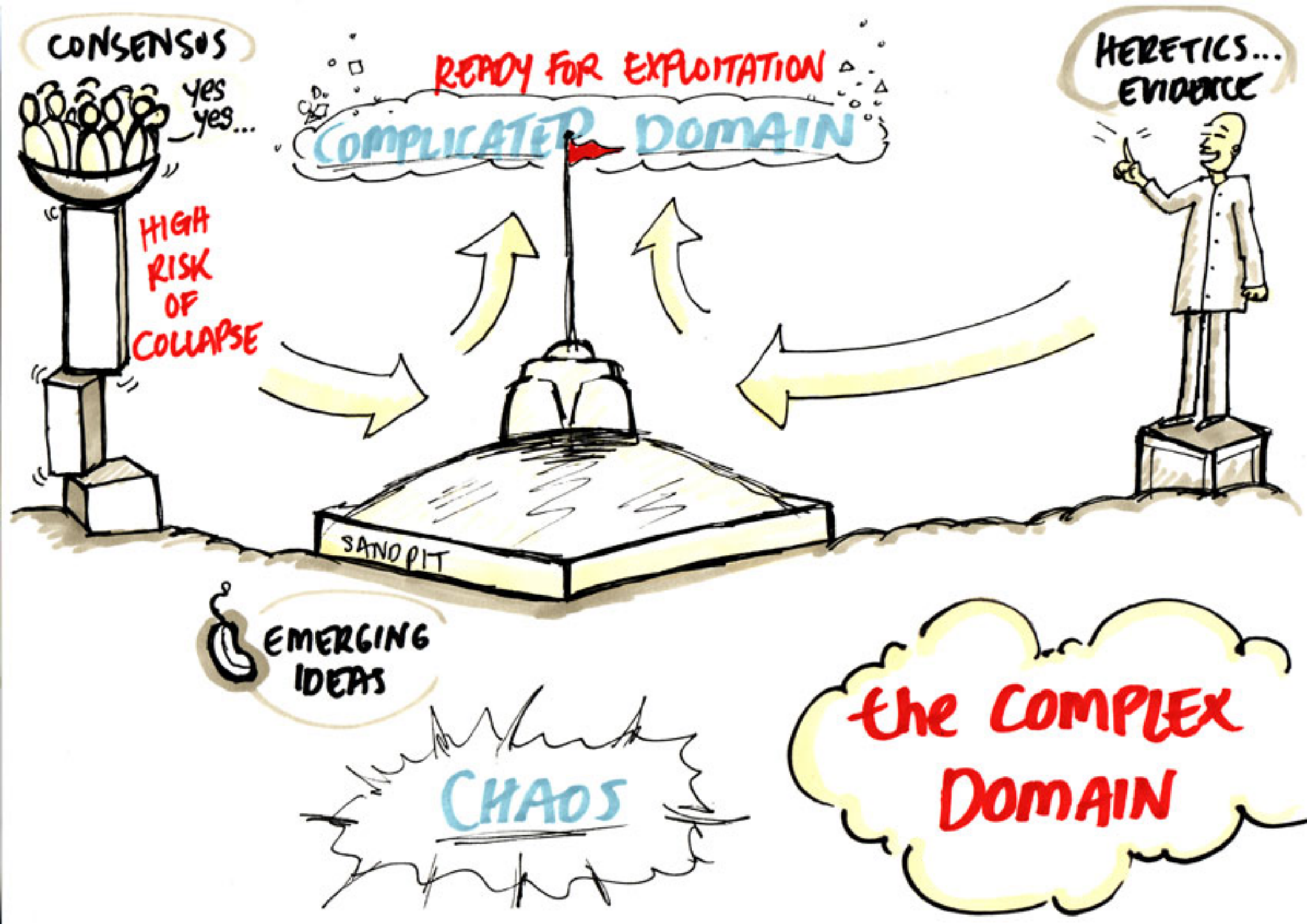
HERETICS...  
EVIDENCE

SAND PIT

EMERGING  
IDEAS

CHAOS

the COMPLEX  
DOMAIN





IF YOU FALL HERE INTENTIONALLY:

← **INNOVATION** →

IF YOU FALL HERE UNINTENTIONALLY:

⚡ **COLLAPSE** ⚡

FIND THIS:  
▲



THE PERSON IS  
**SO FOCUSED**  
HE DOESN'T NOTICE  
**THE PEOPLE**



help...



help...



...



help...



the Good Samaritan experiment



YOU GET WHAT YOU MEASURE





**LISTEN ONLY**



**MAKE NOTES ONLY**



**TEAR THE IDEA APART!**

~~NO EYE CONTACT~~

**SWITCH GROUPS**

**- PROPOSE  
- CRITIQUE**

**RITUAL DISSENT**

**- EVOLVE  
- CRITIQUE**

# BENEFITS...

INCREASING  
RECOGNISING  
WEAK  
SIGNALS

MAXIMISING  
THE AMOUNT OF  
Feedback

PEOPLE WORKING IN

PARALLEL

RITUAL DISSENT

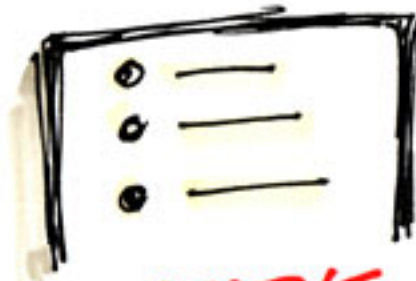
SAVE  
TIME

SAVE  
MONEY





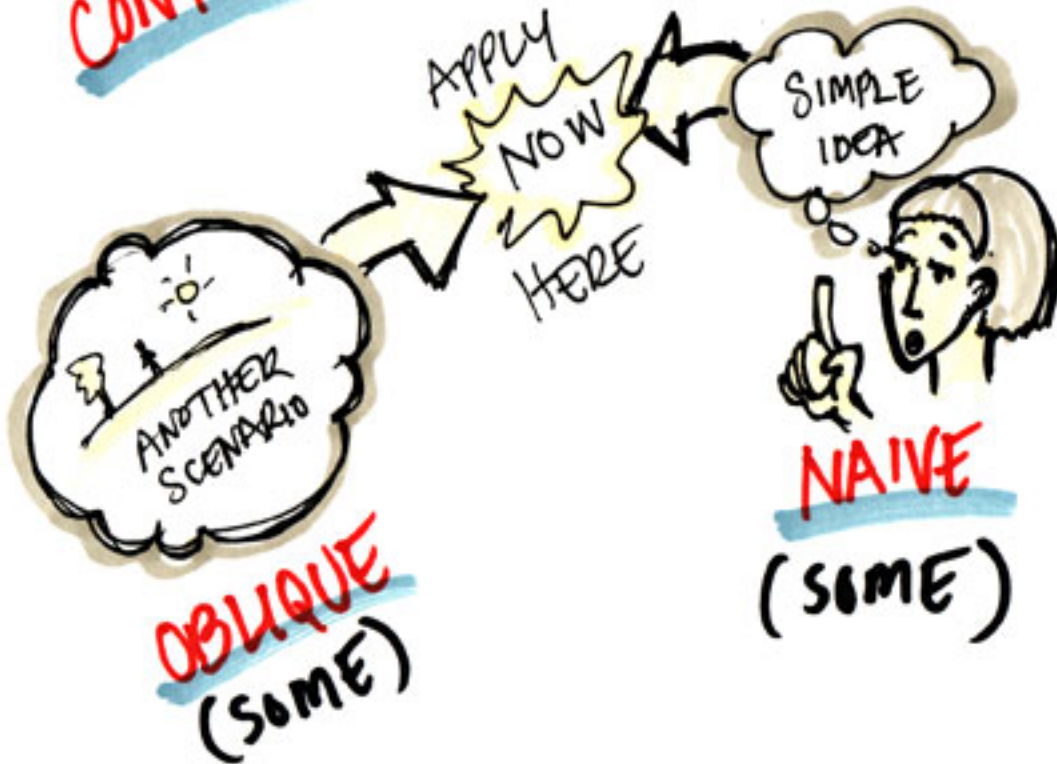
CONTRADICTIONARY



COHERENT



SAFE TO FAIL



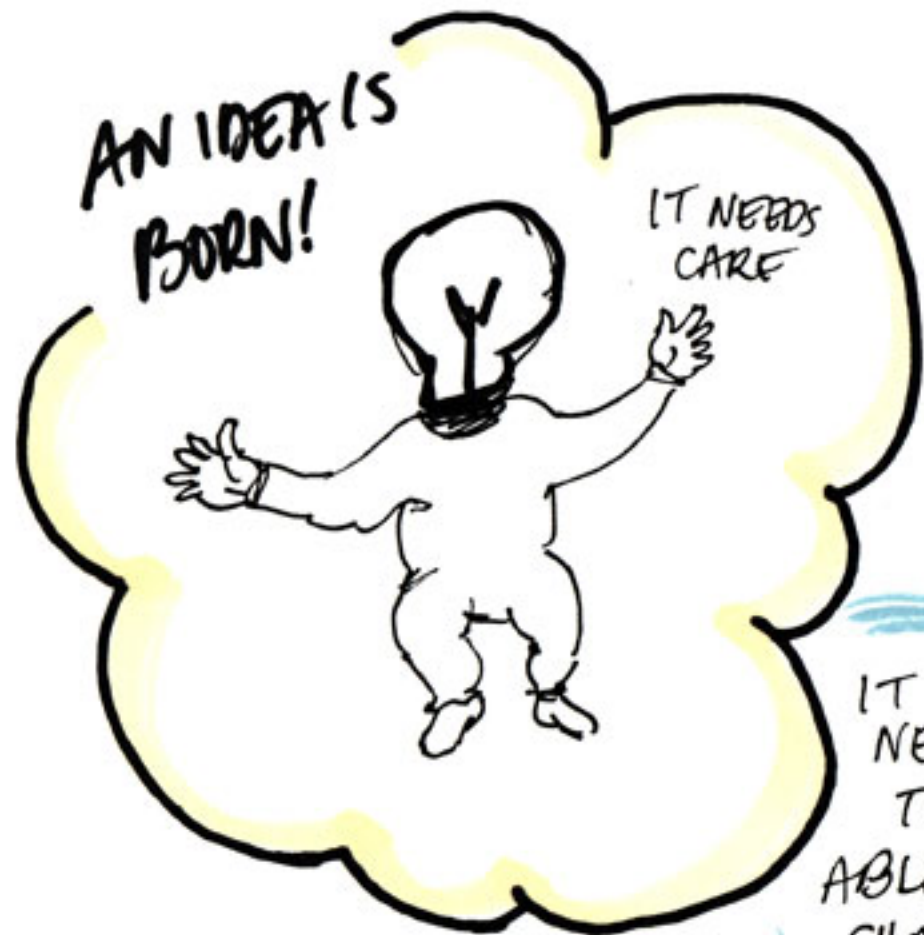
DESIGNED TO FAIL  
(SOME)

LEARN FROM FAILURE

SAFE-TO-FAIL

- MONITOR
- RESPOND





**AUTONOMIC RESPONSE**



THE ORTHODOXY  
"WHITE BLOOD CELL RESPONSE"



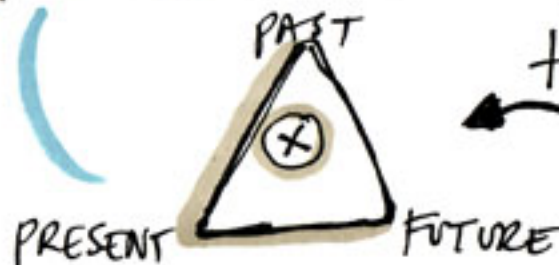
TELL STORIES IN A COMFORTABLE ENVIRONMENT

THE STORY TELLER INTERPRETS THE STORY

GEOMETRIC FRAMEWORK eg. a triad

MICRO NARRATIVES

REAL NARRATIVES



ADD LAYERS OF MEANING

METHODS:

INDEXING

DELIBERATE STRESSING

PROMPTS

NARRATIVE TECHNIQUES

ALSO: INTERVIEWS



STORIES CAN BE...

CATHARTIC  
&  
THERAPEUTIC

UNINHIBITED  
&  
BRUTALLY  
HONEST

DESPERATE  
TO BE  
TOLD



USED TO  
REDUCE  
COST



USED TO  
FORM CONTINUOUS  
FEEDBACK  
LOOPS



USED TO  
REDUCE  
MEASUREMENT



