FROM FAILED TARGETS TO UNPREDICTABLE SUCCESS

WHAT WE'RE SKIPPING TODAY …

NATO`s post-2015 strategic narrative

Qualitative material with quant analysis

Colombia govt finding peace with FARC

Serbia futures

Metaphor-based command language

Alternative vs counter narratives

Building a national culture of entrepreneurship

Bangladeshi latrines

Cynefin

Kyrgyzstan youth attitudes

Lessons learned

Mexican drug gang culture

Gender attitudes in rural Rwanda

The gaming of Twitter

Prejudice in Georgia

Threat detection

Exploiting opportunities

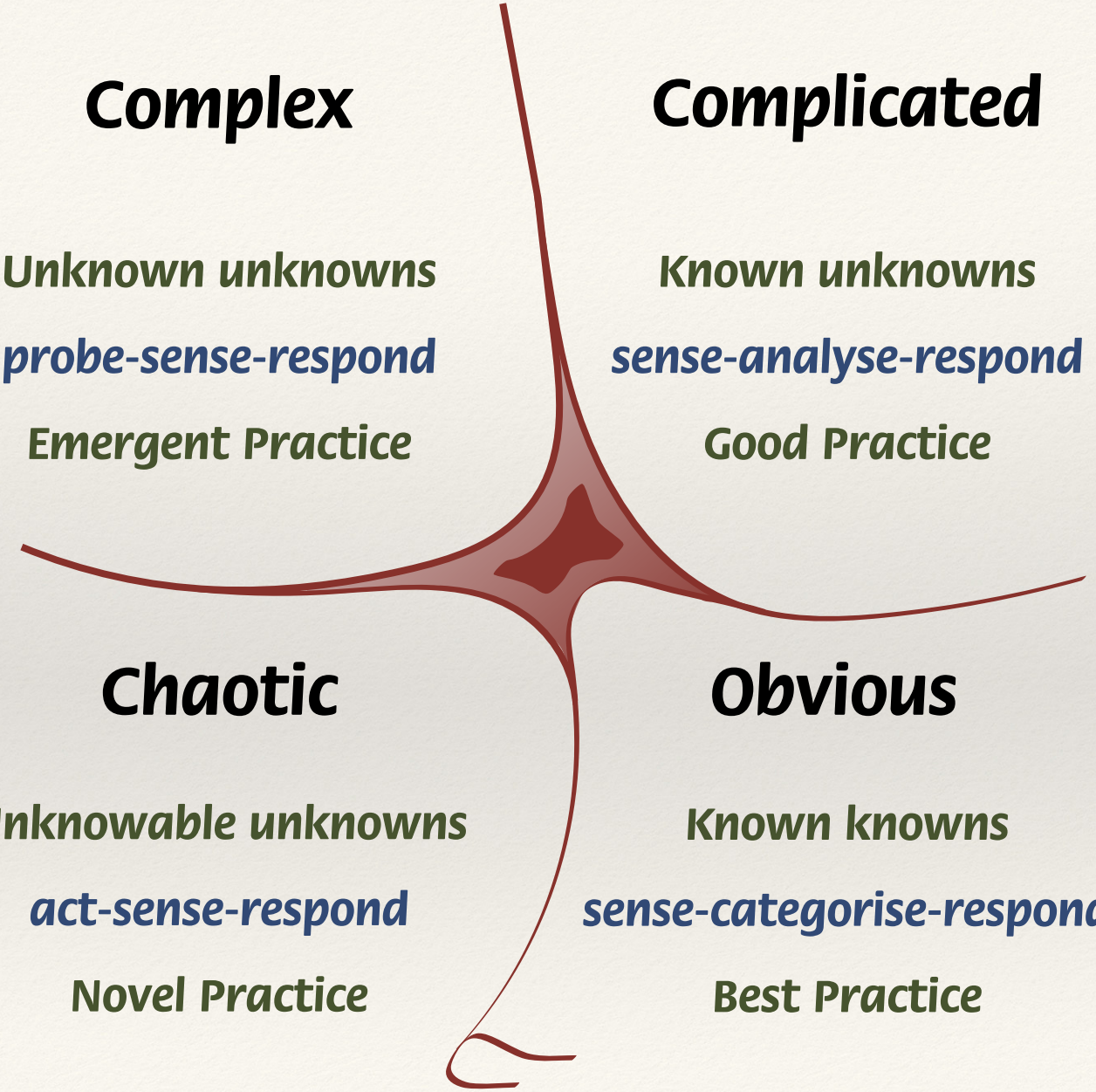
Young Arabic male attitudes to justice

Unification narratives

Improving measurement of effect and target audience analysis

- The nature of the problems we're exploring
- Understanding and monitoring our interventions
  - Impact vs outcome measurement
- Practical examples

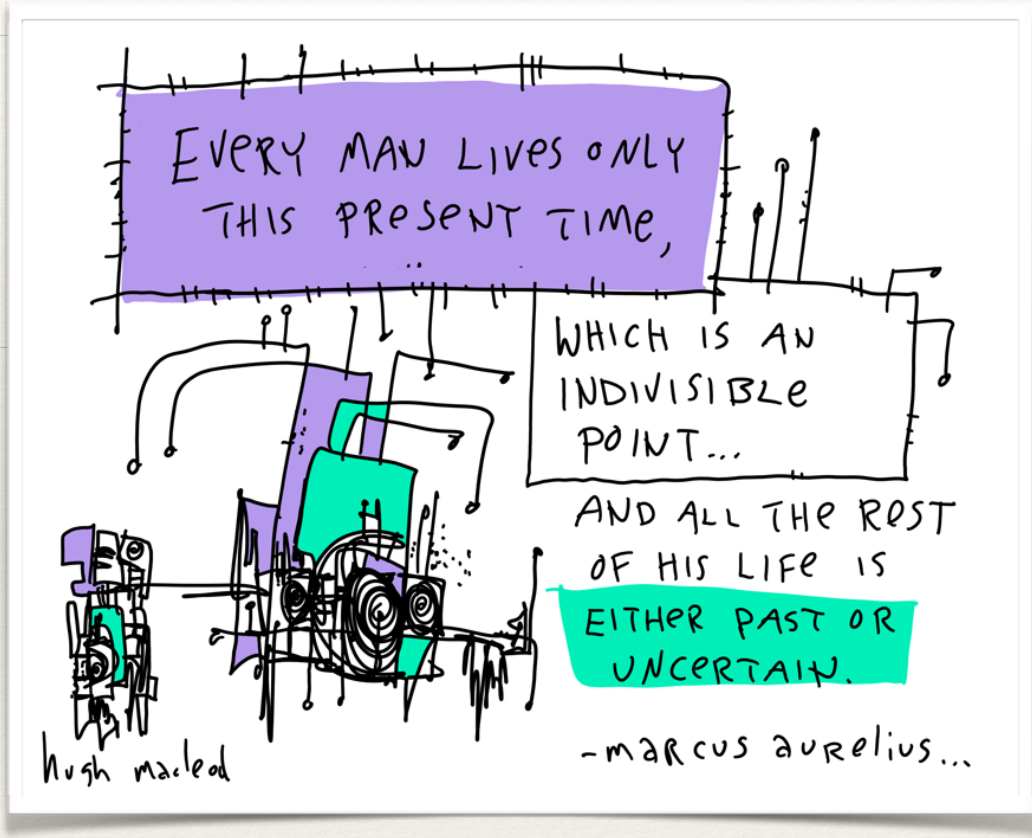
The Cynefin framework

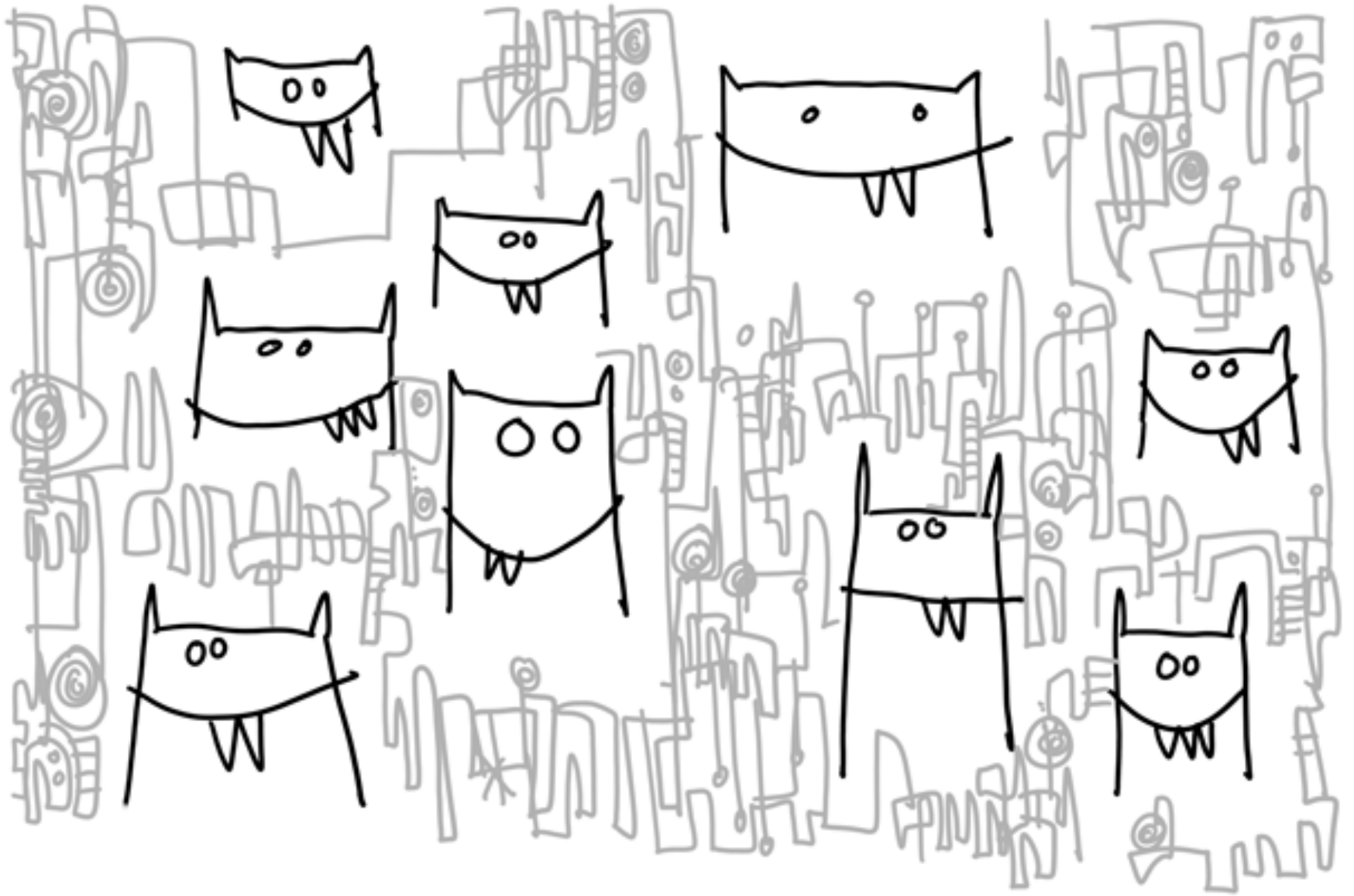


Systems	Complexity
Engineering metaphor	Evolutionary metaphor
Close gap to ideal future state	Safe to fail changes in the ‘now’
Directly	Obliquely
Drivers	Modulators
Causality	Dispositionaliry
Outcomes based targets	Impact assessment

Living with asymmetry

We manage the evolutionary potential of the present rather than seeking to achieve an ideal future state. The latter approach dooms you to perpetual disappointment, but more importantly means you miss out on sustainable and resilient but unimagined future states.




CULTURE IS THE MOST COMPLEX OF ALL
hugh

...Complexity is looking at interacting elements and asking how they form patterns and how the patterns unfold. It's important to point out that the patterns may never be finished. They're open-ended. In standard science this hit some things that most scientists have a negative reaction to. Science doesn't like perpetual novelty.

Brian Arthur

OUTCOMES VS IMPACTS

- What are you going to measure?
- What can you measure?
- How are you going to measure?

It seems that whatever we perceive is organised into patterns for which we the perceivers are largely responsible.

…

In a chaos of shifting impressions each of us constructs a stable world…

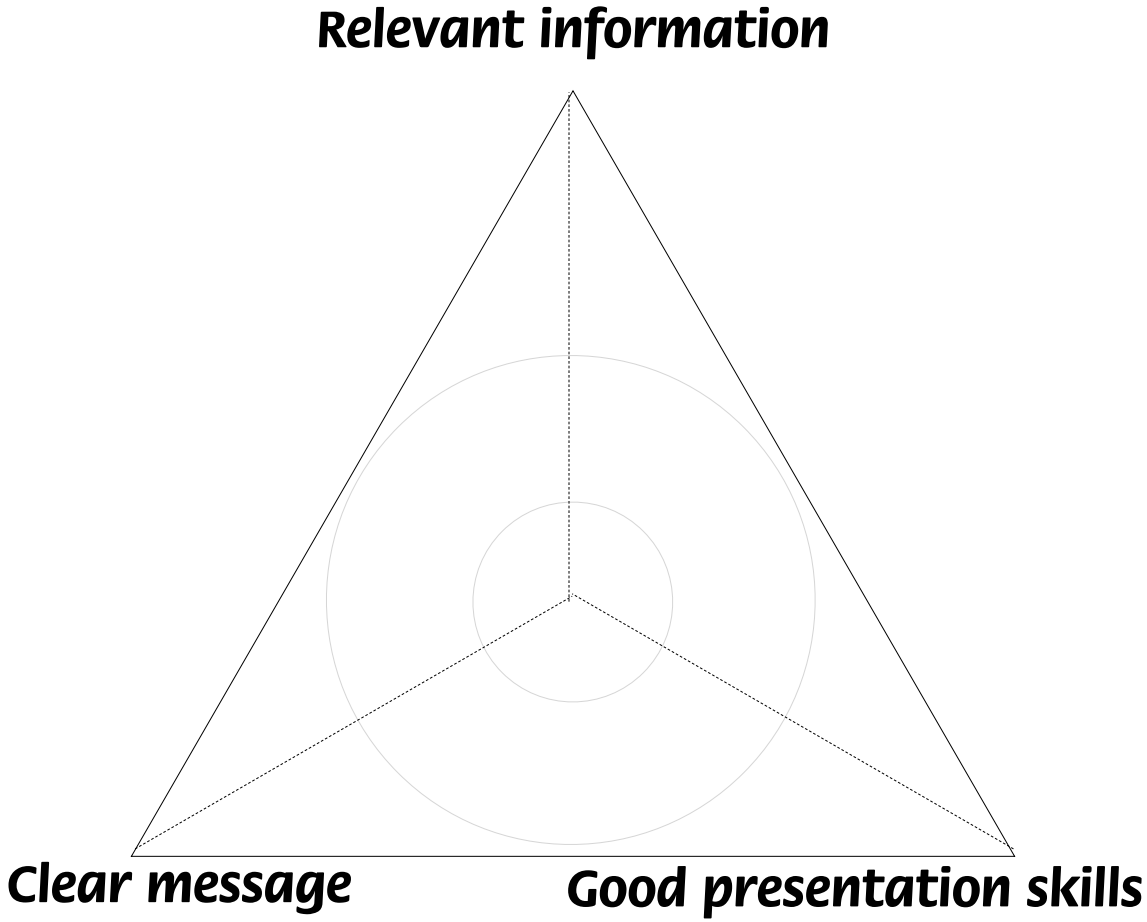
Mary Douglas

This speaker had…

Poor presentation skills

Excellent presentation skills

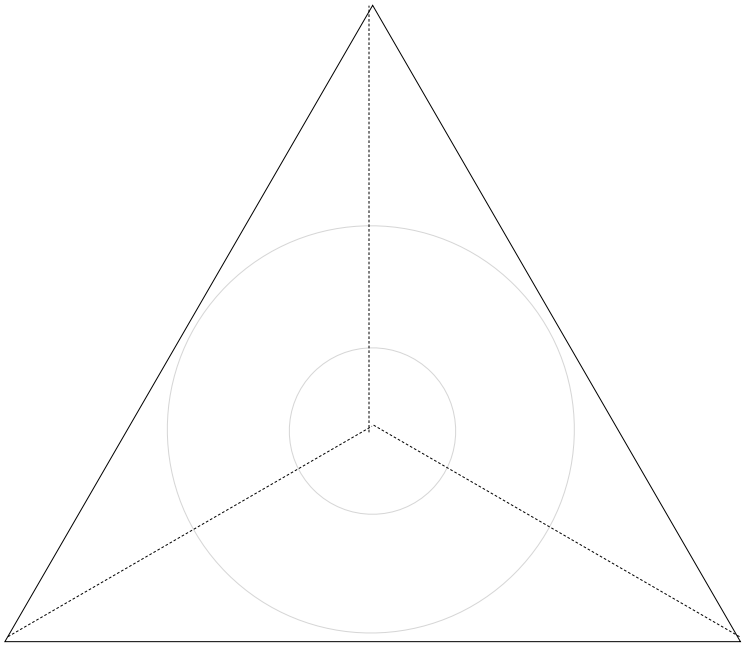
This speaker`s strengths were…



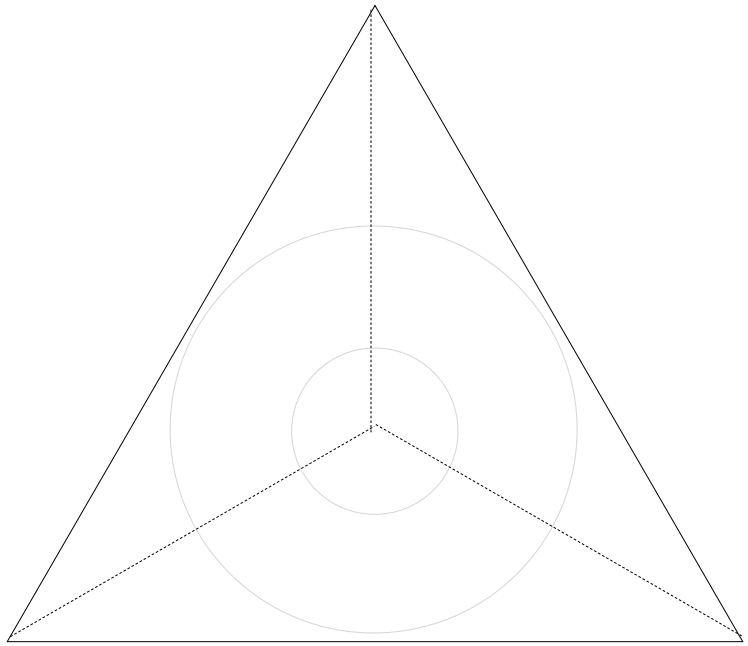
THE PROCESS

- Copy the following two triangles - translating into your language

The lesson in this story applies to the



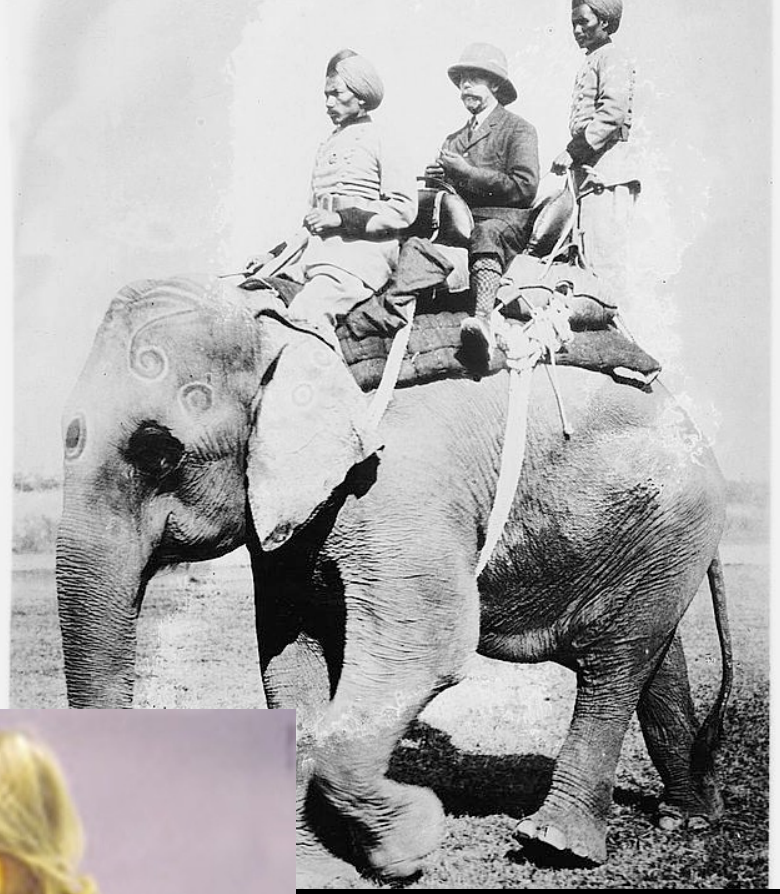
What sort of justice is shown in your story?

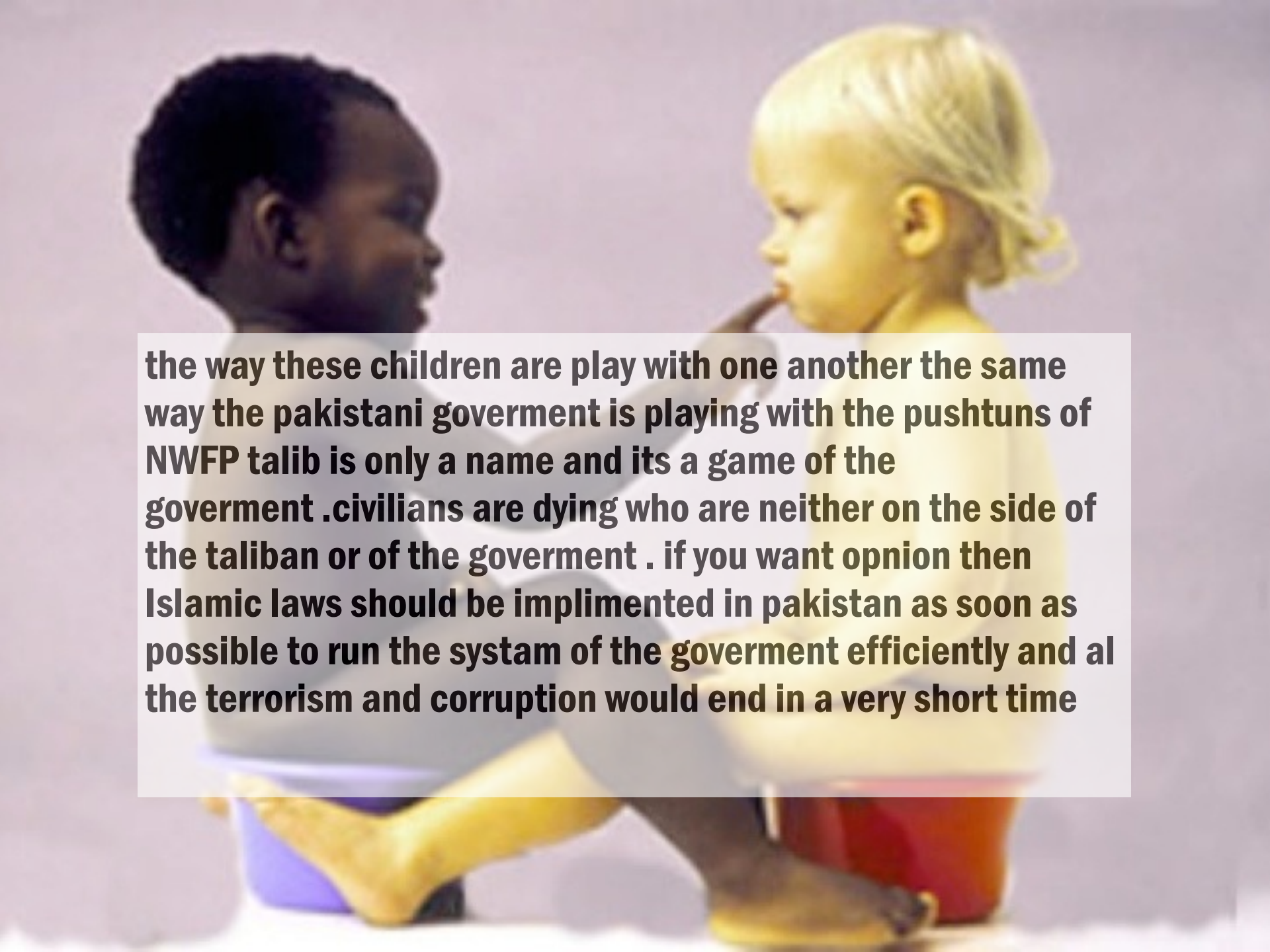


THE PROCESS

- Copy the following two triangles - translating into your language
- Which of the following three pictures strikes you?
- Think of the story/fragment that the picture makes you think of
- Make a couple of notes of the story

VOGUE
PARIS
Août
N°839
Fantasme
nos années 80
Mode:
tout est permis
du 95c fatal
au nu intégral
Paradis
en Toscane
Message
sexuel
par Stephen
Vizinczey
Marceau
la vérité





the way these children are play with one another the same way the pakistani goverment is playing with the pushtuns of NWFP talib is only a name and its a game of the goverment .civilians are dying who are neither on the side of the taliban or of the goverment . if you want opnion then Islamic laws should be implimented in pakistan as soon as possible to run the systam of the goverment efficiently and al the terrorism and corruption would end in a very short time

حمامة الحرية

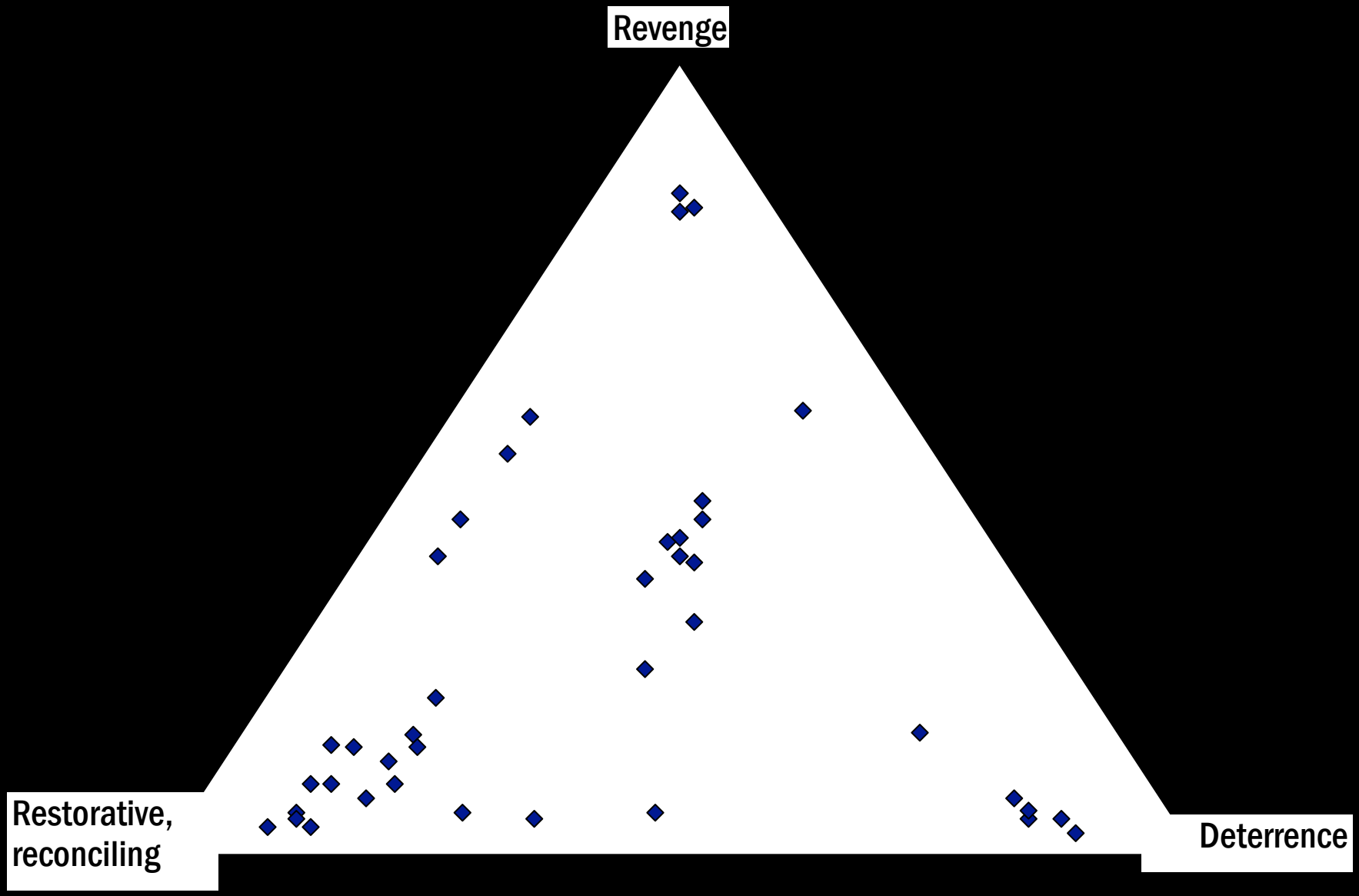
بتفكرنى بالحرية وهى عبارة عن حمامة الحرية شوفت زيها على النت ماكنتش بحرك كان مكتوب تحتها حمامة الحرية والحرية يستحقها كل انسان وهى غريزة فى الانسان والحيوان

What type of justice is shown in your story?

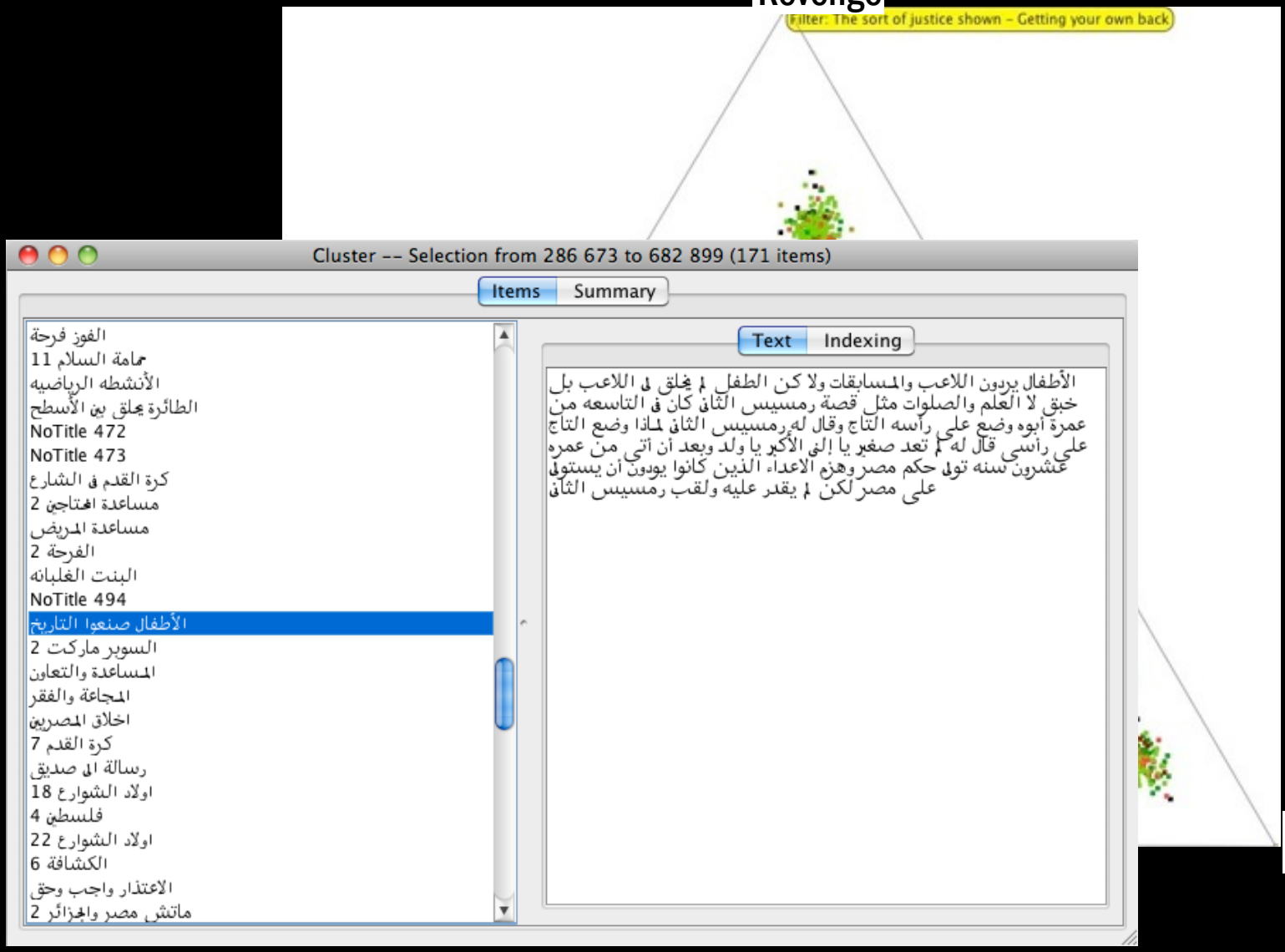
Get your own back, revenge

Restorative, reconciling

Deterrence, stop other people doing the same

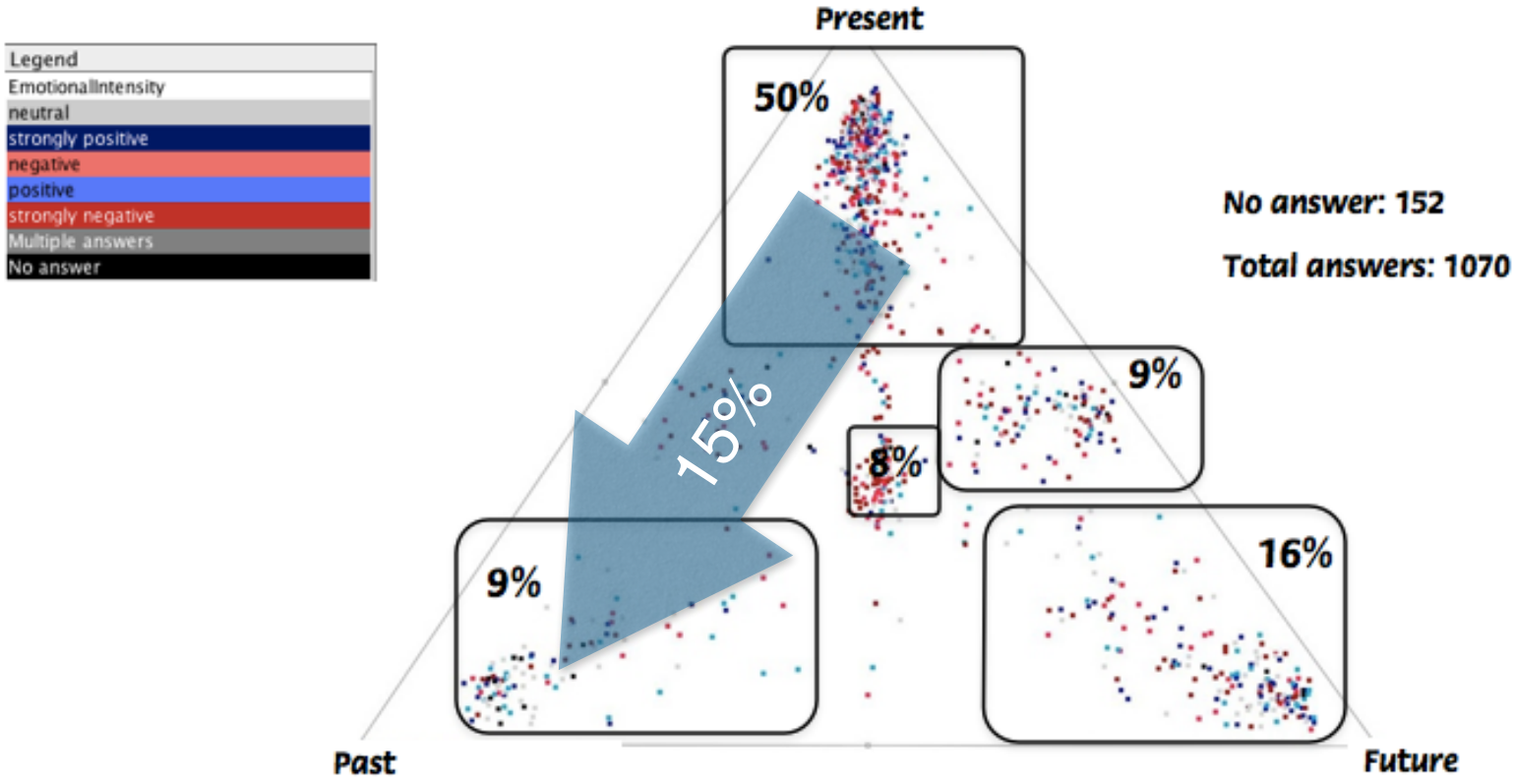

Revenge
Restorative, reconciling
Deterrence

Revenge

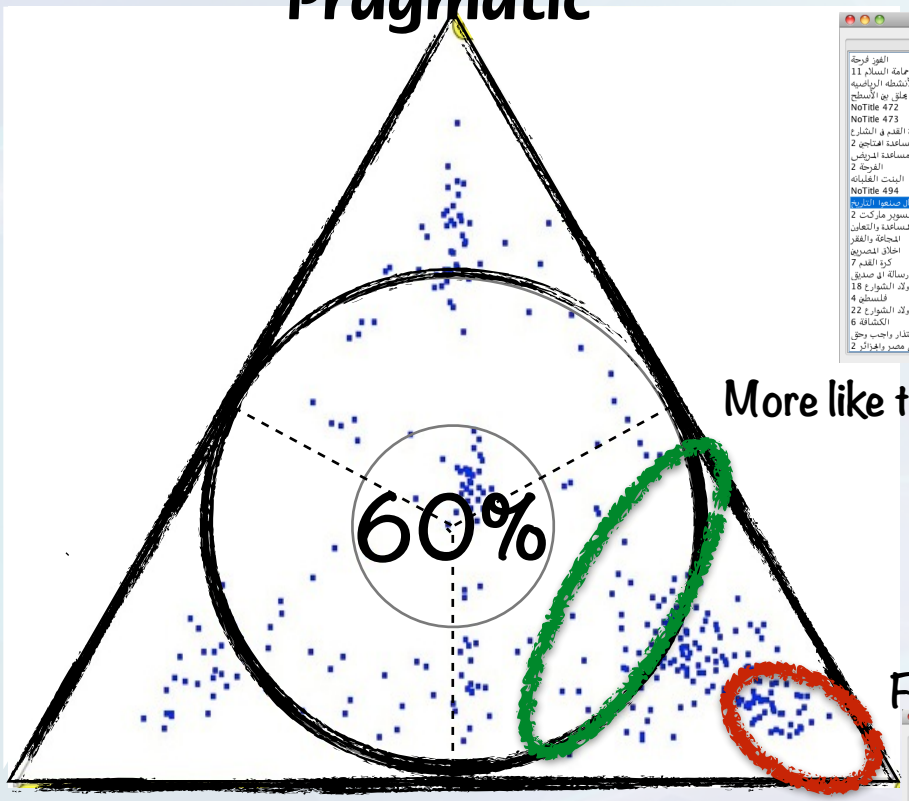


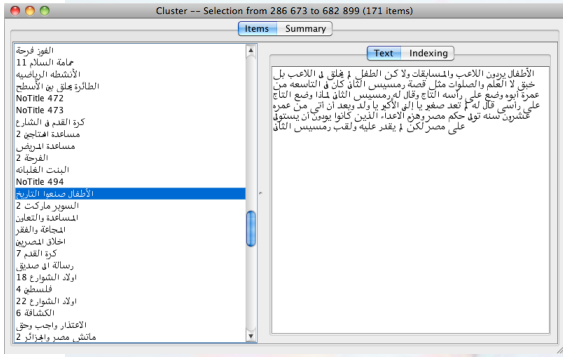
Deterrence

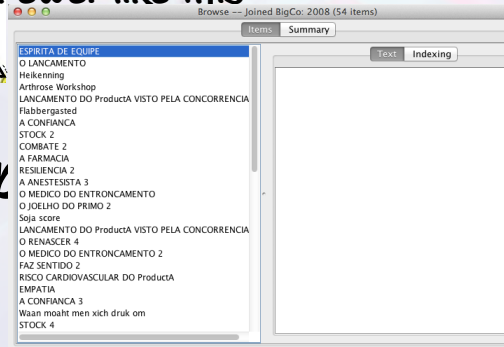
The lesson in this story applies to the



In my story/photo, decision-makers were:







Tony Quinlan, Cognitive Edge
e: tony@narrate.co.uk