

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

**Building a national
culture of
entrepreneurship**

**Bangladeshi
latrines** Cynefin

**Alternative vs
counter
narratives**

**Mexican drug
gang culture**

Lessons learned

**Kyrgyzstan youth
attitudes**

Gender attitudes in rural Rwanda

**The gaming
of Twitter**

Prejudice in Georgia

Threat detection

Exploiting opportunities

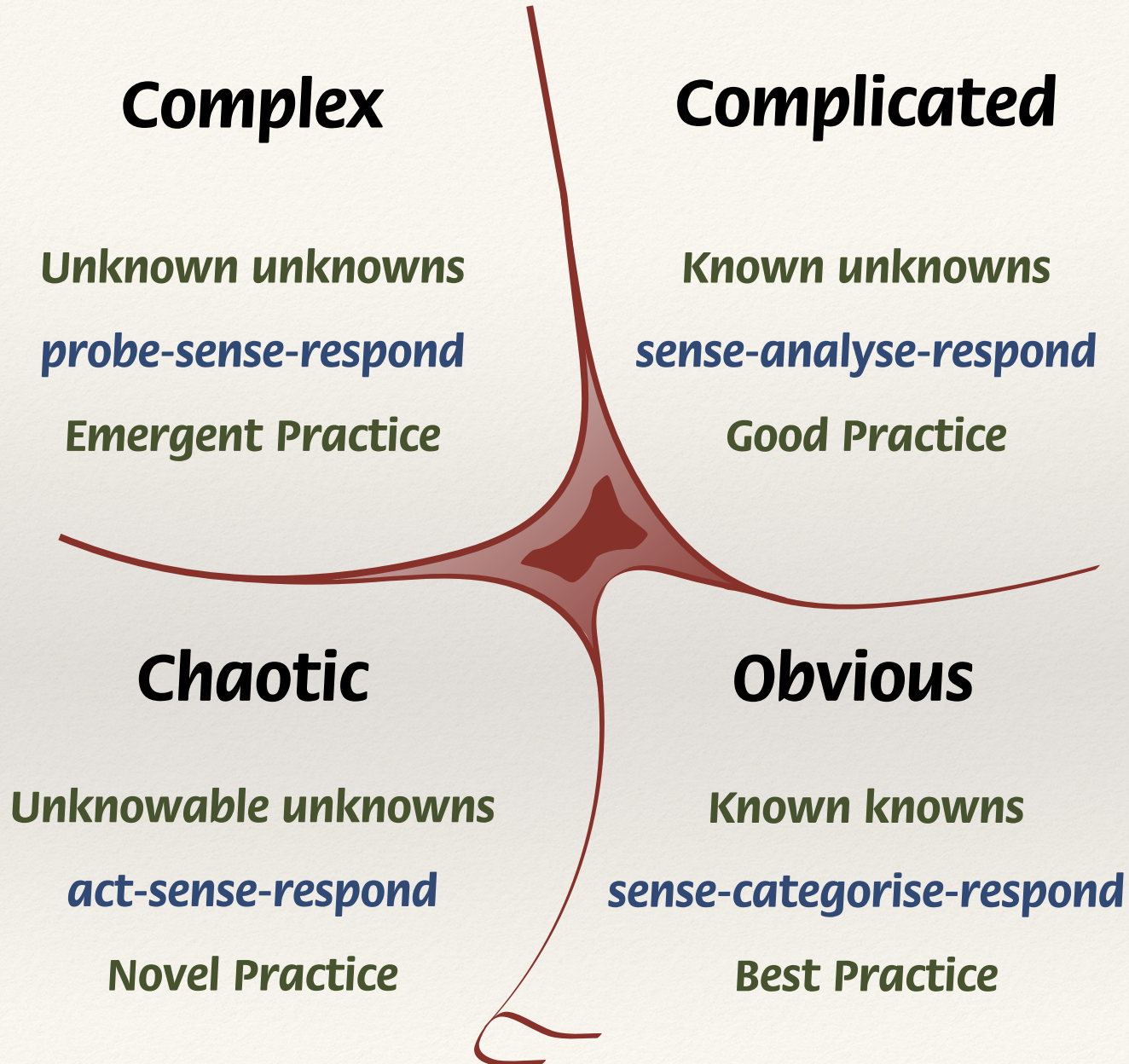
Unification narratives

**Young Arabic male
attitudes to justice**

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

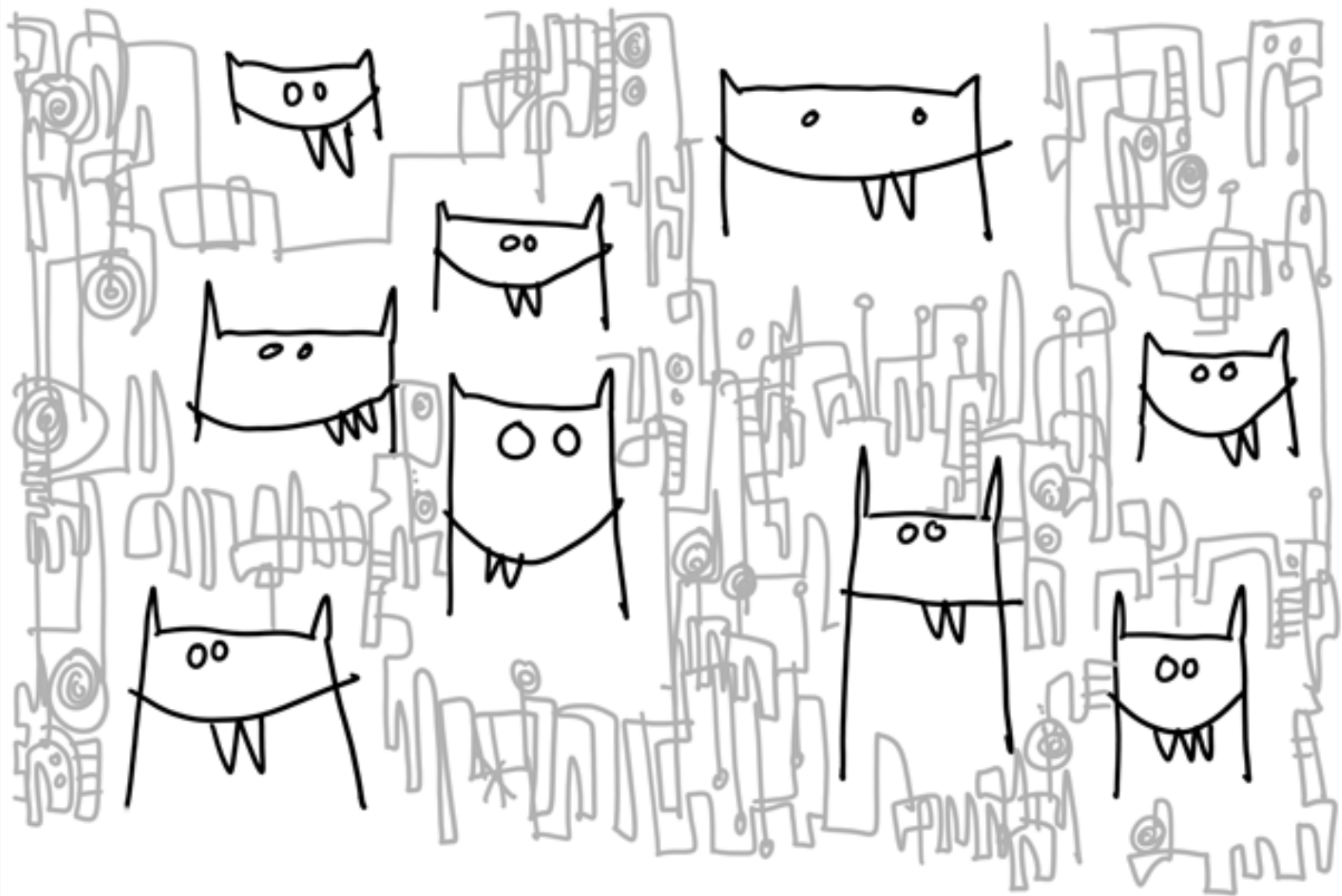


Systems	Complexity
Engineering metaphor	Evolutionary metaphor
Close gap to ideal future state	Safe to fail changes in the 'now'
Directly	Obliquely
Drivers	Modulators
Causality	Dispositionaliry
Outcomes based targets	Impact assessment

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

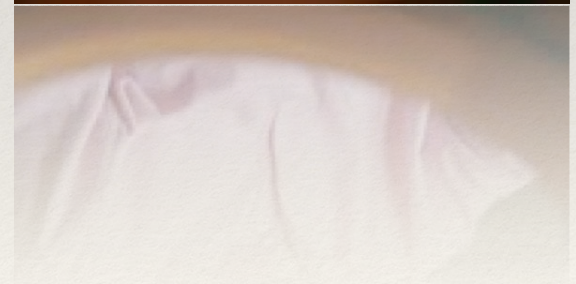
OUTCOMES VS IMPACTS

- **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...

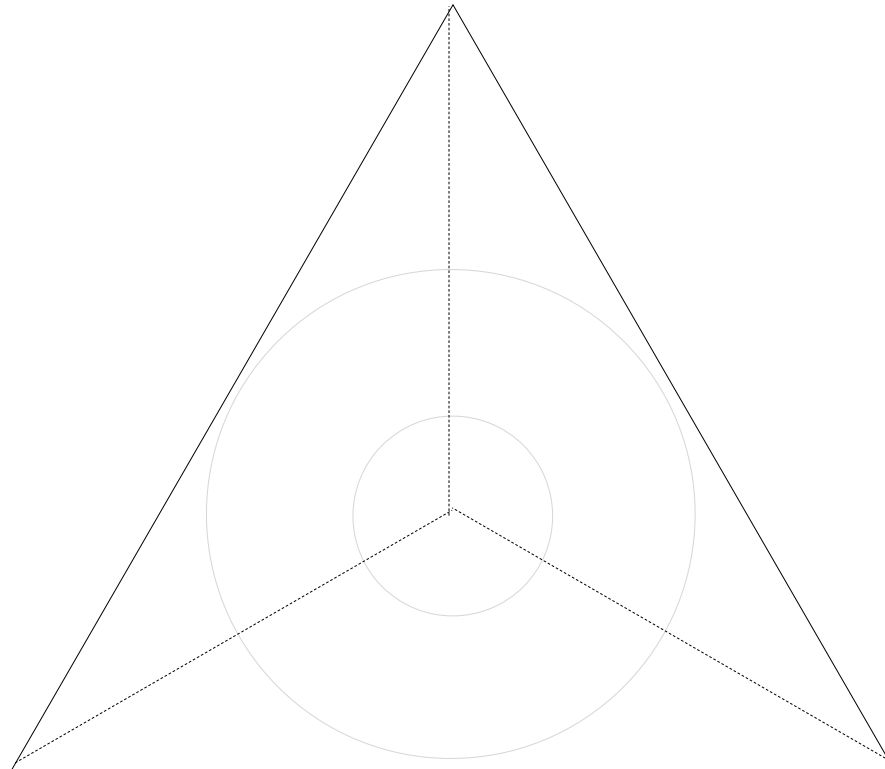
Poor presentation skills



Excellent presentation skills

This speaker`s strengths were...

Relevant information



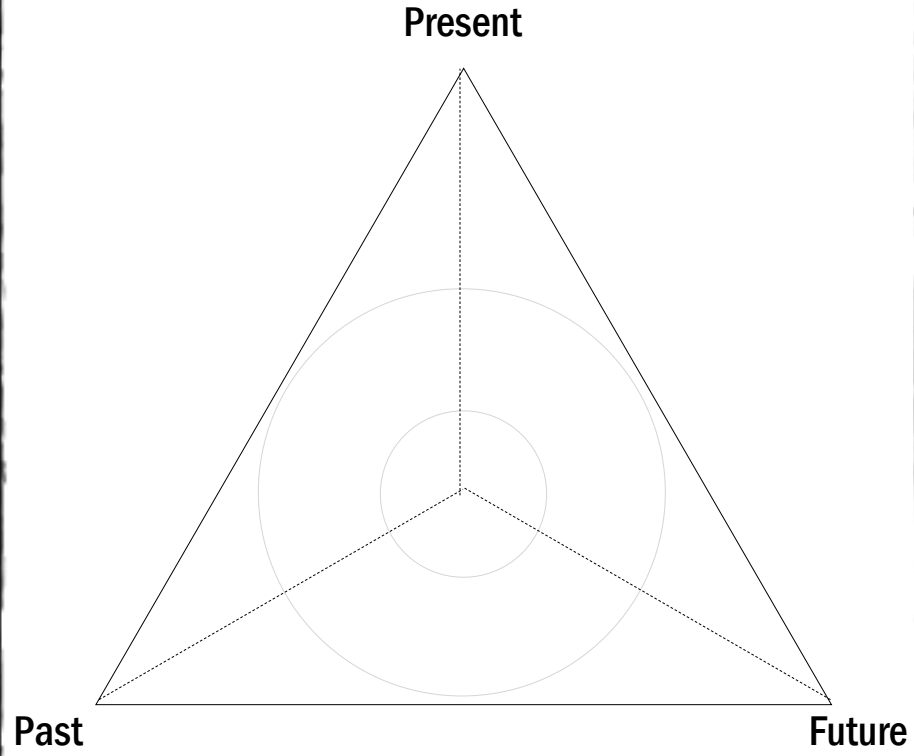
Clear message

Good presentation skills

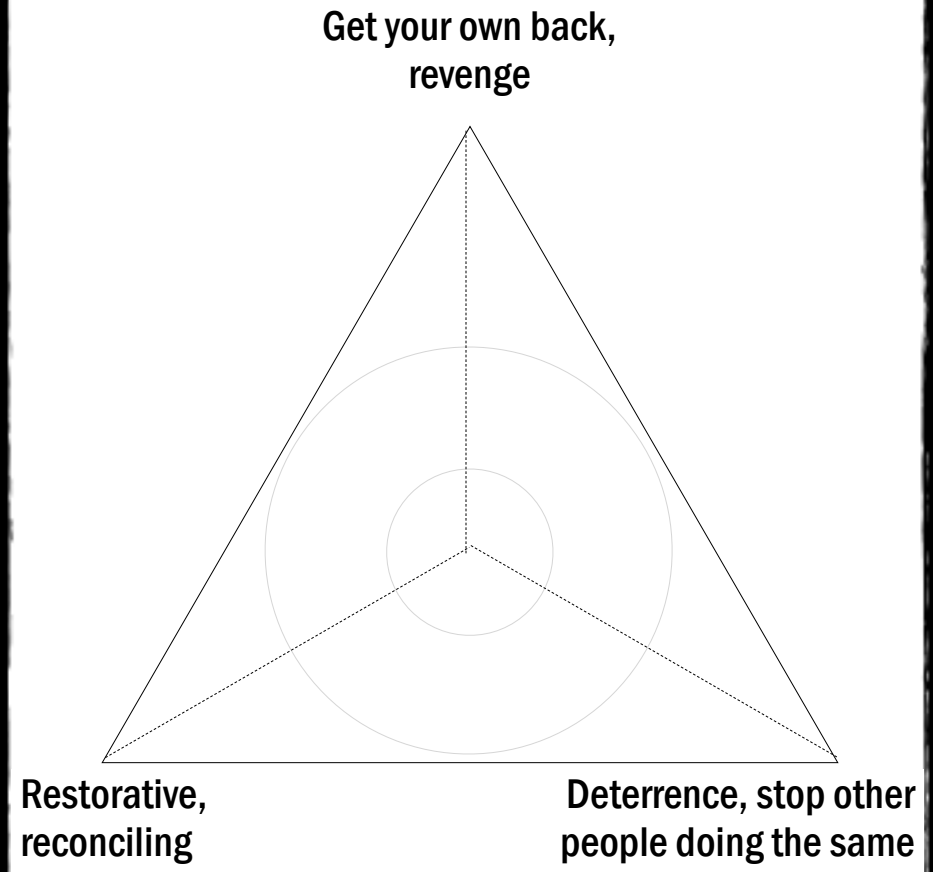
THE PROCESS

- **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

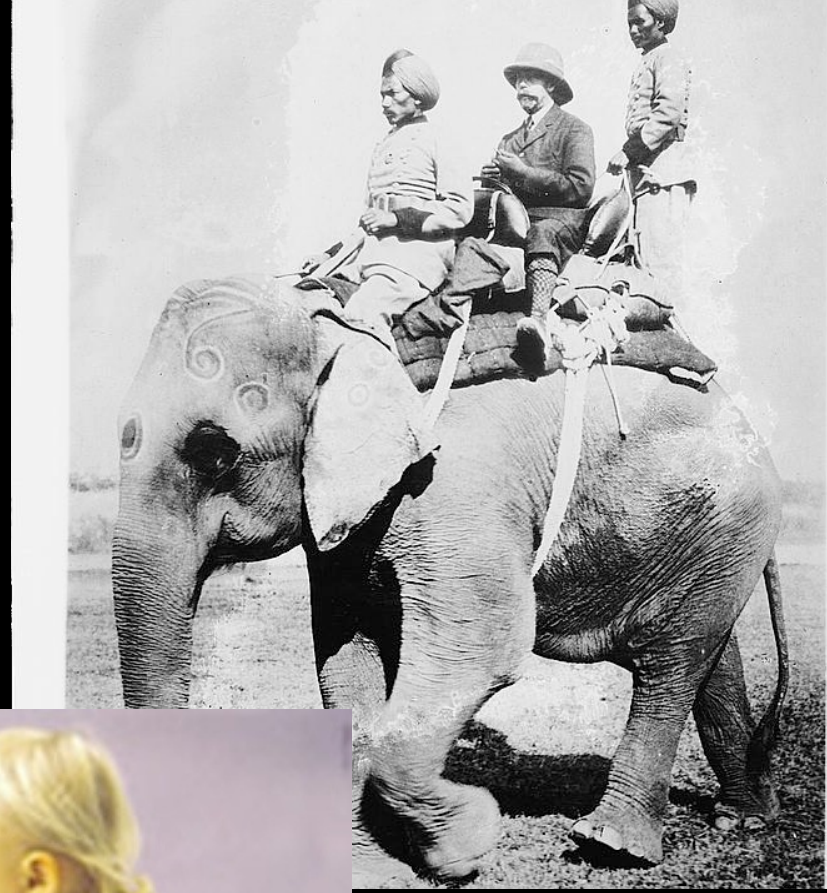
Fantasme
nos années 80

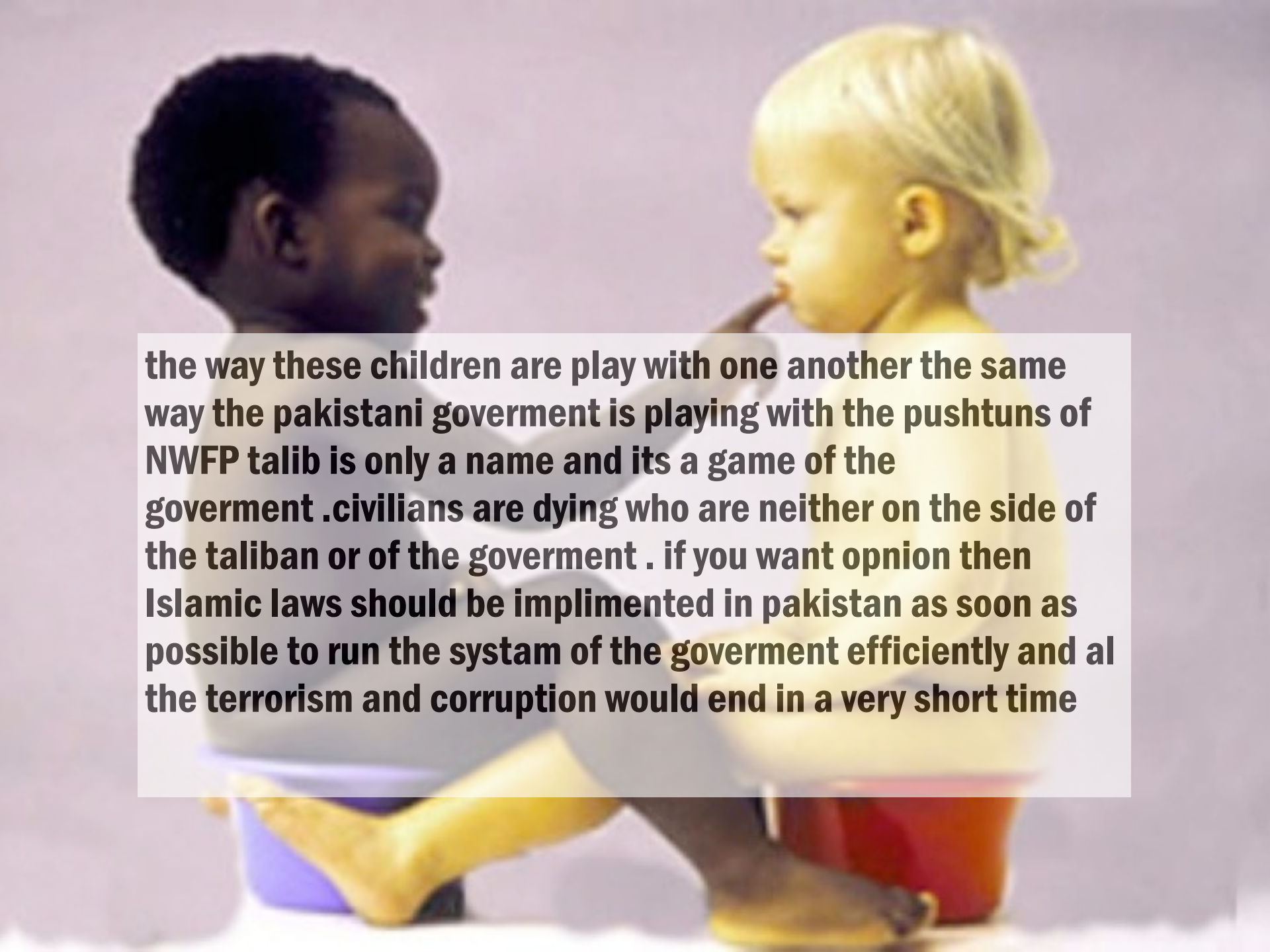
Mode:
tout est permis
du 95c fatal
au nu intégral

Paradis
en Toscane

Message
sexuel
par Stephen
Vizinczey

Marceau la vérité



A photograph of two young children sitting on potties. The child on the left is Black, and the child on the right is white. They are both looking towards each other, appearing to be in conversation. The child on the left is wearing a grey long-sleeved shirt and yellow pants, sitting on a purple potty. The child on the right is wearing a yellow long-sleeved shirt and red pants, sitting on a red potty. The background is a plain, light-colored wall.

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

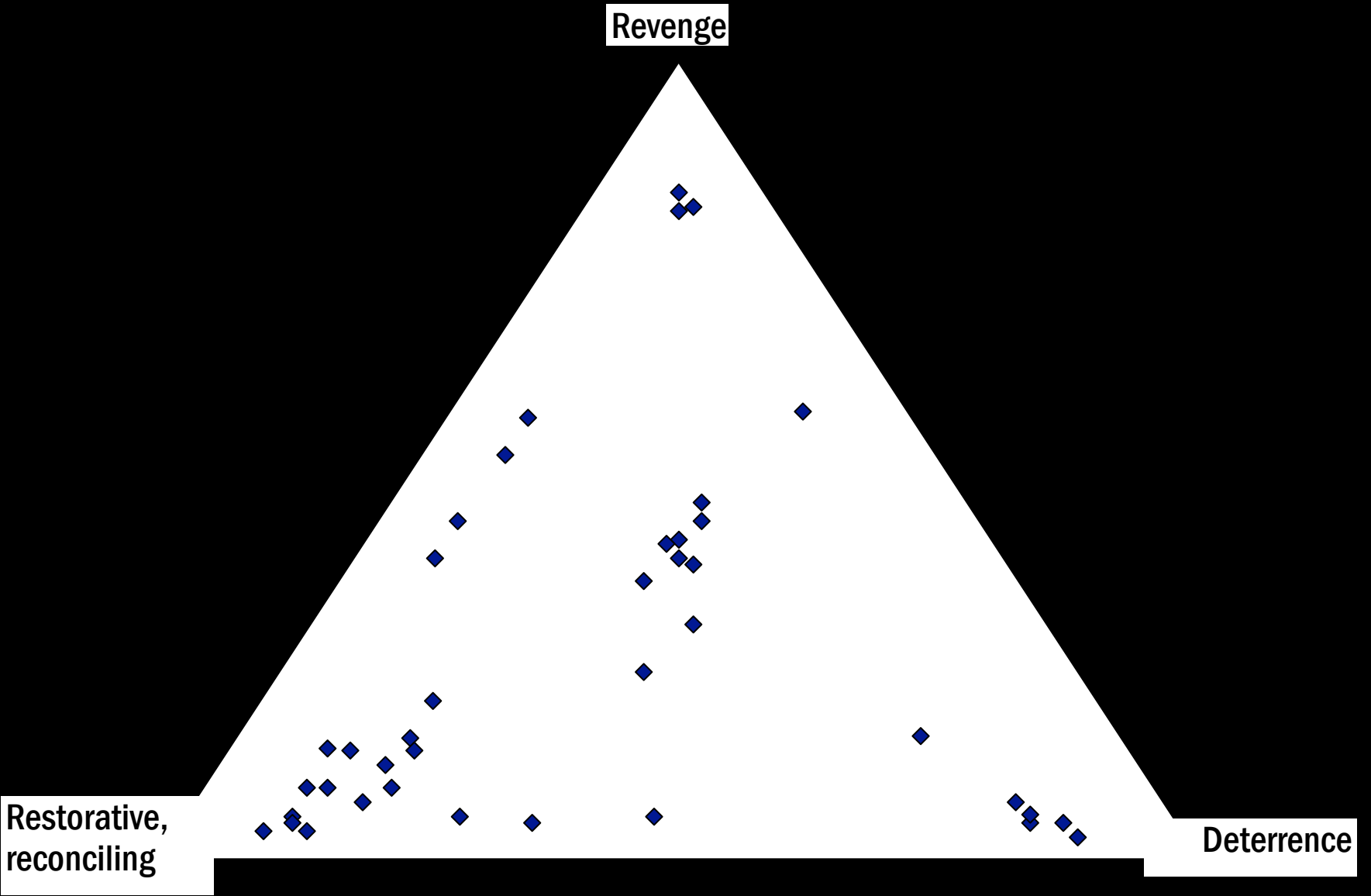
What type of justice is shown in your story?

Get your own back, revenge



Restorative, reconciling

Deterrence, stop other
people doing the same



Revenge

Filter: The sort of justice shown - Getting your own back



Cluster -- Selection from 286 673 to 682 899 (171 items)

Items Summary

Text Indexing

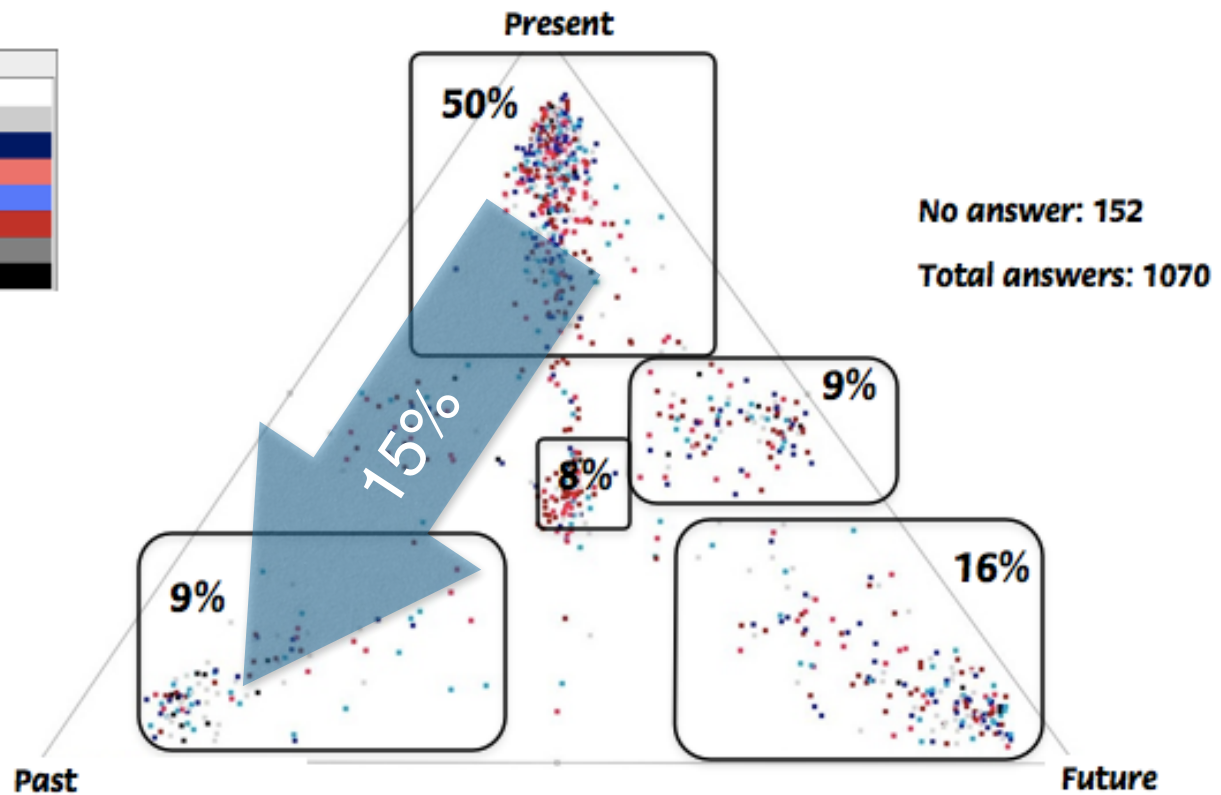
الفوز فرجة
11 مامة السلام
الأنشطة الرياضيه
الطائرة يخلق بين الأسطح
NoTitle 472
NoTitle 473
كرة القدم في الشارع
مساعدة محتاجين 2
مساعدة المريض
الفرجة 2
البنيت الغلبانه
NoTitle 494
الأطفال صنعوا التاريخ
السوبر ماركت 2
المساعدة والتعاون
المجاعة والفقر
اخلاق المصريين
كرة القدم 7
رسالة الى صديق
اولاد الشوارع 18
فلسطين 4
اولاد الشوارع 22
الكشافة 6
الاعتذار واجب وحق
ماتش مصر والجزائر 2

الأطفال يردون الالعاب والمسابقات ولا كن الطفل لم يخلق في الالعاب بل
خيق لا العلم والصلوات مثل قصة رمسيس الثاني كان في التاسعه من
عمرة ابوه وضع على رأسه التاج وقال له رمسيس الثاني لماذا وضع التاج
علي رأسي قال له لم تعد صغير يا ابني الأكبر يا ولد وبعد أن أتى من عمره
عشرون سنه تولى حكم مصر وهزم الأعداء الذين كانوا يودون أن يستولى
على مصر لكن لم يقدر عليه ولقب رمسيس الثاني

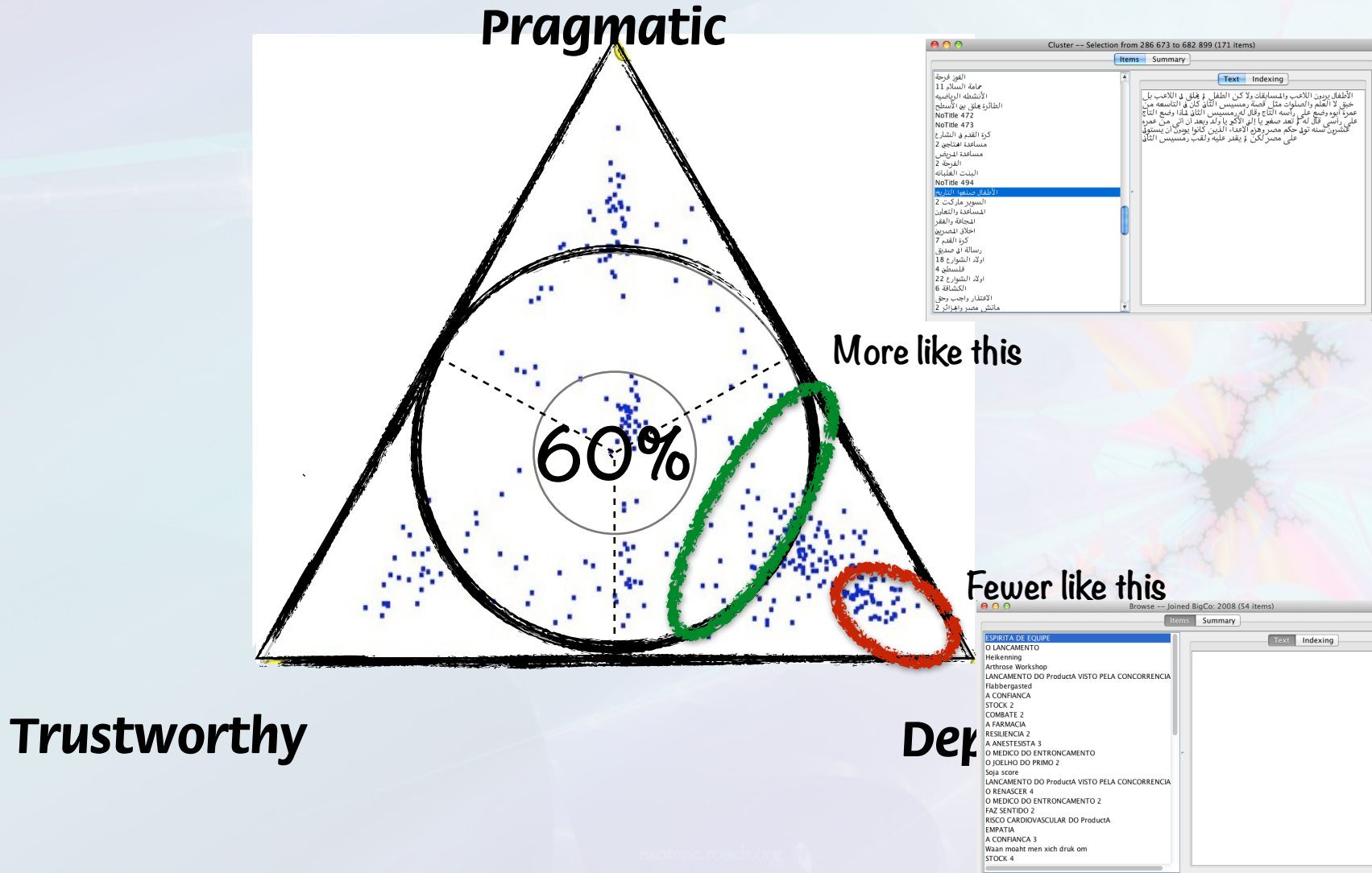
Deterrence

The lesson in this story applies to the

Legend
Emotional Intensity
neutral
strongly positive
negative
positive
strongly negative
Multiple answers
No answer



In my story/photo, decision-makers were:





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