

Institute of Systems Wisdom



Fellows Newsletter

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Larry M. Starr, Editor

larrymstarr@systemswisdom.com

WELCOME

Welcome to the inaugural issue of the Institute of Systems Wisdom *Fellows Newsletter*. The *Newsletter* will be published at least monthly; more often as opportunity becomes available. For the most current information about Fellows or the Institute, please visit the website: <http://www.systemswisdom.com/institute-systems-wisdom>.

NEWSLETTER NAME

Fellows Newsletter?

We are seeking your interest to select a name for this document other than *Fellows Newsletter*. If you have an opinion or a suggestion for a different name please email the *Newsletter Editor*, larrymstarr@systemswisdom.com.

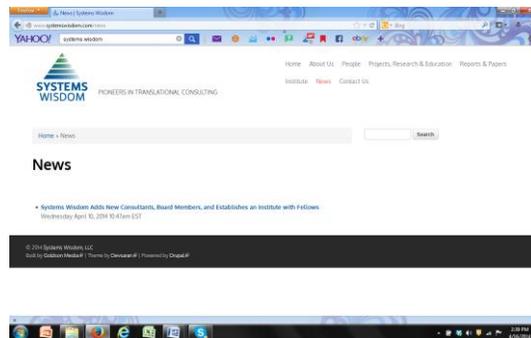
FELLOWS NOMINATIONS

In March, 16 Fellows became members of the Institute: **Allan Braslow, Anthonise Fields, Jiawen Li, Elizabeth Olson, Dennis Foy, Adam Saks, Antonio Vivas, , Mark Dorfman, Win Preechawutthidech, Pat Daley, Antonio Sponardo, Sonya Newell-Hash, Jeremy Scott, Sergio Garon, Sean Snyder, and Syd Havelly**. There are 7 Fellows in the process of having their registration documents completed for April. All Fellows will soon be listed on the Institute's webpage.

This is a reminder that a Fellow may recommend or nominate another person to become a Fellow. To pursue this, please send to the **Editor** the recommended person's name and email address along with a brief explanation or description of why or how the person can meet the mission of the Institute:

The mission of the Institute is to encourage, support and exchange curiosity-driven research and ideas, and to seek solutions to current challenges by applying systems and design thinking. Exchanged information often favors speculative thinking as this produces advances in knowledge that can change the way we understand and act in the world.

NEWS OF THE INSTITUTE AND SYSTEMS WISDOM



For a summary of special announcements and information updates please read the *News* section of the Systems Wisdom website: <http://www.systemswisdom.com/news>. Our most recent entry is the April 10, 2014 **Press Release** which noted the addition of new Board members, consultants, and the establishment of the Institute: <http://www.systemswisdom.com/sites/default/files/news1.pdf>.

SYSTEMS WISDOM PEOPLE



John Pourdehnad is on his way to Siberia as a guest of Tomsk State University (TSU). Also referred to as National Research Tomsk State University, TSU is the oldest university in Russian Asia with 23 departments and approximately 23,000 students. As a member of the TSU International Advisory Board, he will be attending meetings to identify development directions, monitor the implementation of their competitive improvement program, and to give a lecture

on systems and design thinking. He will also meet with administration, faculty and industry representatives to discuss consulting, executive education, and research as part of a proposed collaboration between TSU, Systems Wisdom and the Institute.



Larry Starr has received correspondence that his proposal to create a new kind of professional doctorate has been approved by the president and provost of a Philadelphia-area university. Design elements of the proposed program include that it will be part-time, multi-disciplinary, practice/project-based rather than research-based, informed by systems and design thinking, and integrated with several organizations and academic institutions. More will follow in future editions of this *Newsletter* including the anticipated opportunity of Fellows to participate in the co-design of the doctoral program.

FELLOWS UPDATES AND IDEAS



Although you may be sharing your personal or professional updates and ideas via social computing sites such as *LinkedIn* or *Facebook* you are encouraged to also share thoughts and activities with Fellows by emailing your information to the **Editor**. Include your projects or professional travel, comments about the *Newsletter*, and suggestions for growth and development of the Fellows community. Everything received by publication date (mid-month) will be included.

BRAIN EXERCISES FOR FELLOWS



Are you a Solver? Would you like to try a few Problems posed by others? Here is a link to the *Innocentive Challenge* which offers payment for solutions and describes itself as “Challenges (that) are *real* problems requiring sustained concentration, critical thinking, research, creativity, and synthesis of knowledge” - <https://www.innocentive.com/for-solvers/why-solve>. NOTE that you must register (no charge) to join.

COMPLEX PROJECTS, PROBLEMS, AND COMMUNITY



Systems Wisdom is completing documentation to form a strategic partnership with the International Centre for Complex Project Management (ICCPM). Based in Australia and with North American headquarters in Washington, DC, ICCPM provides research, education and publishes a Newsletter that will be regularly shared with Fellows in this *Newsletter*. The following provides some background about ICCPM:

Our work in support of complex projects, research and enabling complex project management dialogue is proceeding at an increasing pace. With the good work being done by our representatives in South America, North America as well as Russia and CIS we expect to reach a much greater audience in 2014.

Our major event for 2014 will be the ICCPM 5th Annual Conference (previously ICCPM Research and Innovation Conference). This year's event is being hosted by the French Government's Institut Des Hautes Études De Défense Nationale (IHEDN) at L'Ecole de Militaire in Paris on 7-8 October 2014. The 2014 conference follows a very successful 2013 event hosted in London by the UK Cabinet Office. The 2013 event saw 100 invited leading practitioners from 12 countries share their experiences in delivering complex projects and programs in a diverse range of fields from defence, aerospace and rail through to large scale IT transformation.

Here is a link to their first Newsletter for 2014: <http://www.iccpm.com/content/march-2014-newsletter#overlay-context=content/iccpm-connect-march-2013-edition>

FELLOWS READING

Each issue of *Fellows Newsletter* will present links to academic and practice papers, reports, blogs, and other sources of intellectual stimulation. Fellows are encouraged to read, discuss and offer feedback. If interested in creating a Fellows discussion blog, contact the **Editor**. Here are readings for 2014, Vol 1 No. 1:

"Systems, Design, and Entrepreneurial Thinking: Comparative Frameworks"

The philosophies of design thinking, entrepreneurial thinking and systems thinking have widespread application in diverse fields. However, due to the inherently abstract rhetoric and lack of commonly accepted frameworks, these philosophies are often considered buzzwords and fads. This article deconstructs the rhetoric and literature from leaders of these three philosophies and identifies their fundamental tenets ... (read more: http://www.sedtapp.psu.edu/humanitarian/show_paper.php?id=71).

"How Thinking Works: 10 Brilliant Cognitive Psychology Studies Everyone Should Know"

Fifty years ago there was a revolution in psychology which changed the way we think about the mind. The 'cognitive revolution' inspired psychologists to start thinking of the mind as a kind of organic computer, rather than as an impenetrable black box which would never be understood. This metaphor has motivated psychologists to investigate the software central to our everyday functioning, opening the way to insights into how we think, reason, learn, remember and produce language. Here are 10 classic cognitive psychology studies that have helped reveal how thinking works ... (read more: <http://www.spring.org.uk/2014/01/how-thinking-works-10-brilliant-cognitive-psychology-studies-everyone-should-know.php>).

"Design Thinking @ College of Design"

Design Thinking @ College of Design is a collaborative that offers design thinking teaching, research and outreach across sectors. It is located at University of Minnesota's College of Design on the Twin Cities Campus. At Design Thinking @ College of Design we have a Big Idea. Our audacious goal is to unleash the creative potential of individuals and organizations across all sectors to innovate in fulfilling their mission at the local, regional, national and international level. We empower individuals and groups across sectors to apply design thinking innovation to address both specific and systemic challenges. We aim to change the status quo while having fun using human creativity and ingenuity ... (read more: <http://dt.design.umn.edu/>).

"Disruption requires a new mindset"

Social media's rise has drastically altered industries from journalism to health care, altering virtually everything we do and how we do it ... Corporations, schools, hospitals, and virtually all large organizations need to adapt to social technology — or be replaced...The US military's term for [this] kind of environment is VUCA — 'Volatile, Uncertain, Complex, Ambiguous.' The acronym came out of the US Army War College in the late nineties to describe the new operating conditions that world military leaders had to face ... (read more: <http://www.cmswire.com/cms/social-business/cios-must-become-design-thinkers-021534.php>).