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# Paying attention to where attention is placed in the rise of system(s) change(s)

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# PAYING ATTENTION TO WHERE ATTENTION IS PLACED IN THE RISE OF SYSTEM(S) CHANGE(S)

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RSD8, Chicago, IL

October 19, 2019

# SYSTEMS CHANGE HAS EMERGED AS A FIELD

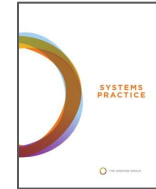
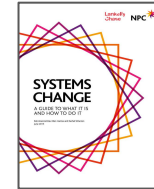
## Conventions and Conferences



## Funding



## Resources



## Publications and Journals



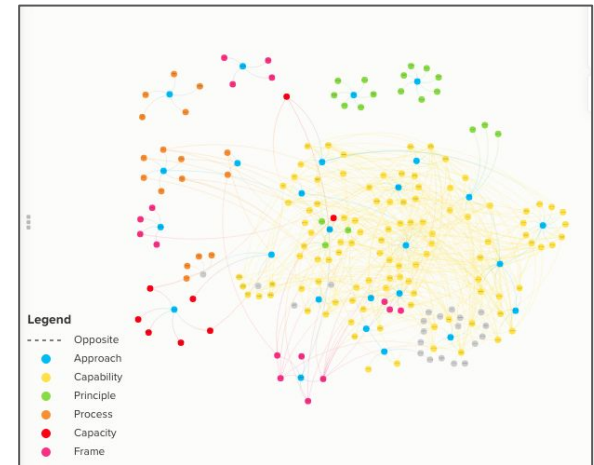
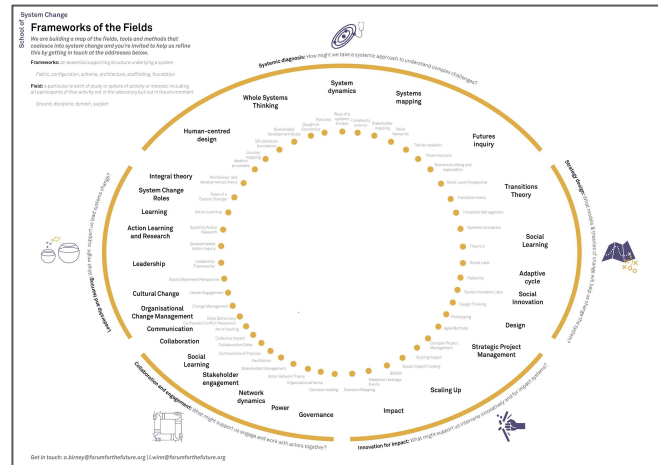
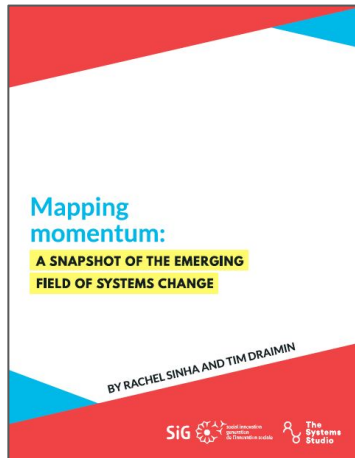
## Labs, Networks, Communities



## Education and Capacity-building



# A FIELD THAT CONTINUES TO BE MAPPED AND EXAMINED



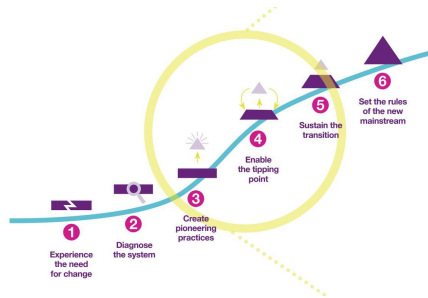
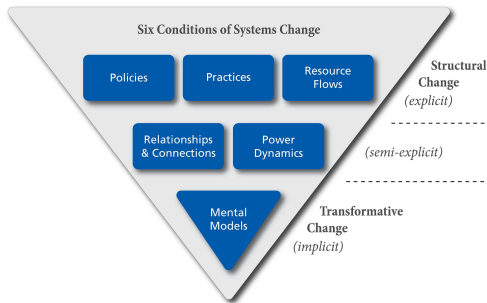
Sinha, R. & Drainin, T. (2016, July). Mapping momentum: A snapshot of the emerging field of systems change. Social Innovation Generation and The Systems Studio. Retrieved from:

<http://www.sigeneration.ca/mapping-momentum/>

Birney, A., Winn, L., Angheloiu, C., & Davidson, Z. (2017, October). The School of System Change as a system change endeavour. In *Proceedings of Relating Systems Thinking and Design (RSD6) 2017 Symposium*. Oslo, Norway.

Seppälä, M. (2019, October). Establishing a Systems Change Curriculum: An Exploration of the Field. Retrieved from <http://bit.ly/systemschangetraining>

# THE DEFAULT APPROACH FOR SYSTEMS CHANGE: BEHAVIOURAL PERSPECTIVE



Type	Questions
Changes in drivers of system behaviour	<ul style="list-style-type: none"> <li>To what extent are we changing the “drivers” that shape this system’s behaviour?</li> <li>How deep and durable are the changes?</li> <li>What are (if any) the un-anticipated changes?</li> </ul>
Changes in behaviours of system actors	<ul style="list-style-type: none"> <li>To what extent are changed drivers leading to changes in the behaviours of different system actors?</li> <li>To what extent do the changes in behaviour align with and contribute to our desired mission impact?</li> <li>How deep and durable are the changes?</li> <li>What are (if any) the unanticipated changes?</li> </ul>
Changes in the overall behaviour of the system	<ul style="list-style-type: none"> <li>Have the actions of individual actors been sufficient to “tip” the system into new behaviours?</li> <li>How deep and durable are these behaviour changes?</li> <li>What are (if any) the unanticipated changes?</li> <li>Are there indications that the system might “snap back” into old patterns?</li> </ul>

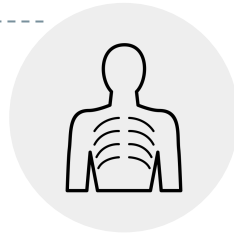
Kania, J., Kramer, M., & Senge, P. (2018, June 4) *The Water of Systems Change*. FSG.  
 Draper, S. (2013). *Creating the big shift: System innovation for sustainability*. London: Forum for the Future.  
 Cabaj, M (2018). *Evaluating Systems Change Results: An Inquiry Framework*. Tamarack Institute.

**BEHAVIOURAL:**  
**INTENTION**  
**FOR CHANGE** + **ECOLOGICAL:**  
**ATTENTION**  
**TO CHANGE**

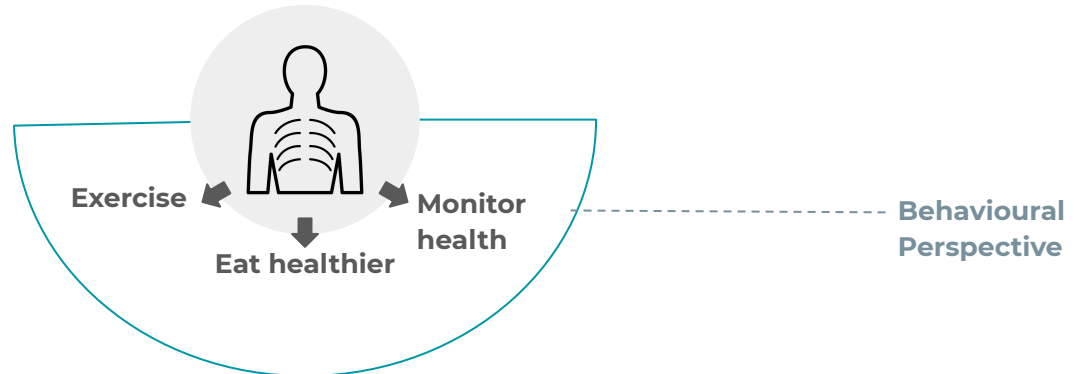
# SYSTEM(S): HUMAN BODY

## CHANGE(S): LOSE WEIGHT

System of  
Interest

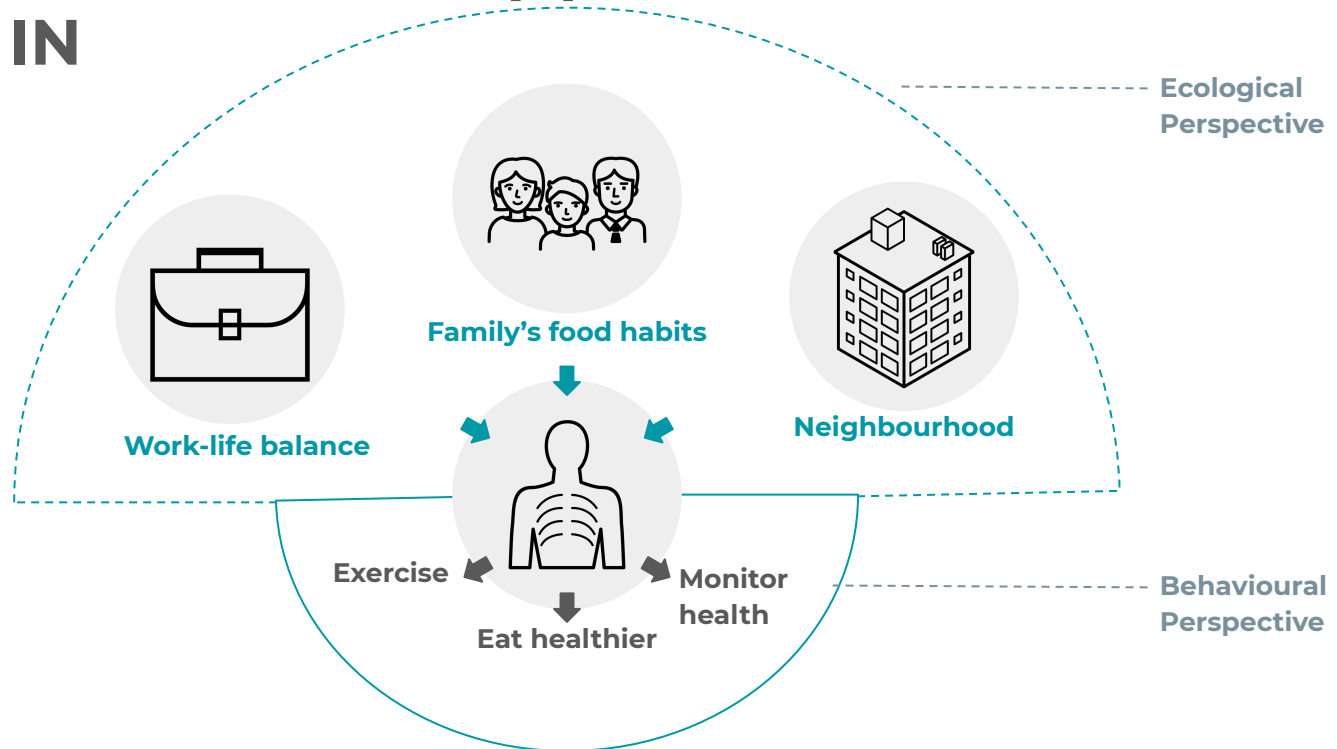


# A BEHAVIOURAL PERSPECTIVE SEES INTENTION TO CHANGE(S) FROM INSIDE OUT

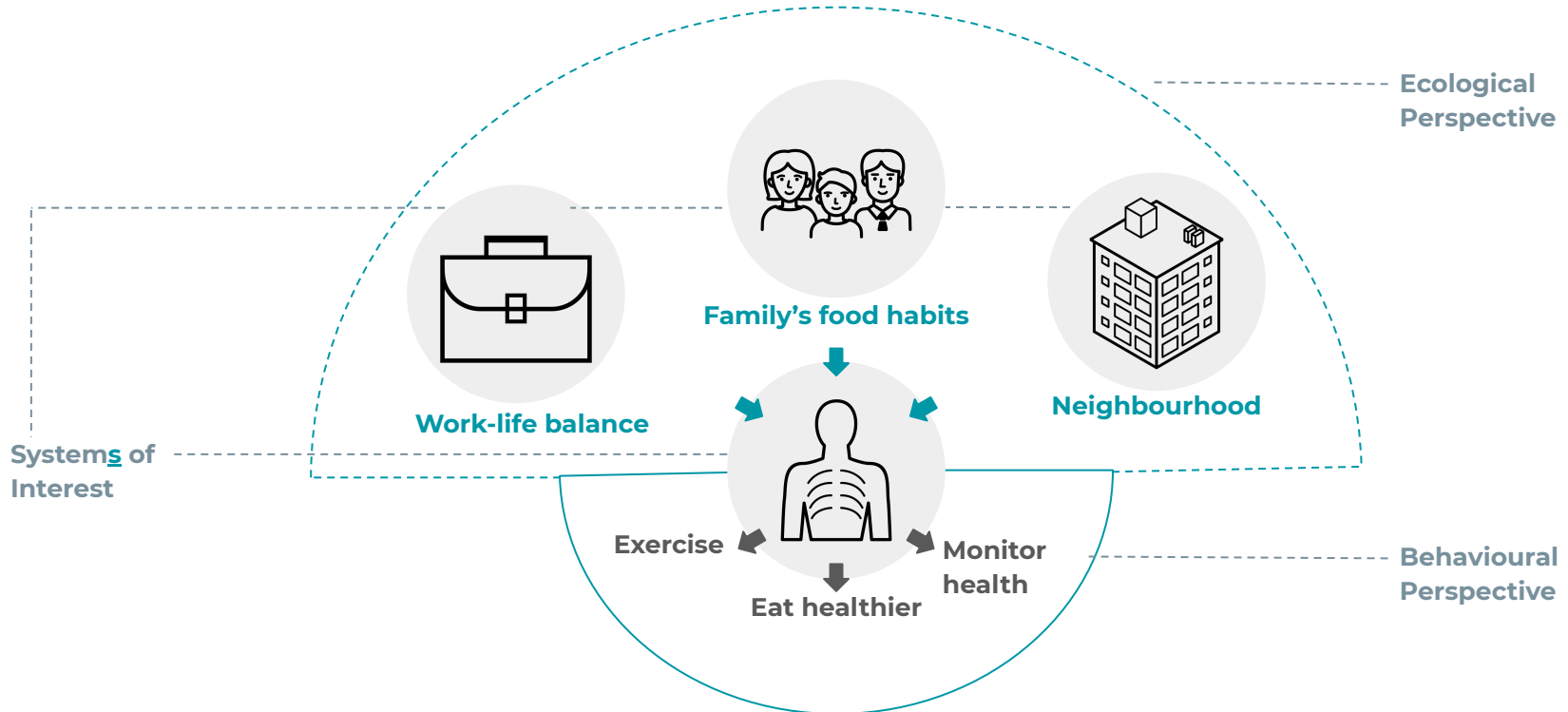




# AN ECOLOGICAL PERSPECTIVE SEES ATTENTION TO CHANGE(S) OUTSIDE IN



# PAY ATTENTION TO MULTIPLE SYSTEMS CHANGES



# PAYING ATTENTION TO ERRORS

## **E3: Tricking ourselves**

Unintentional error of solving wrong problems precisely

*Ex: Eating healthier but become highly stressed at work*

## **E4: Tricking others**

Intentional error of solving wrong problems

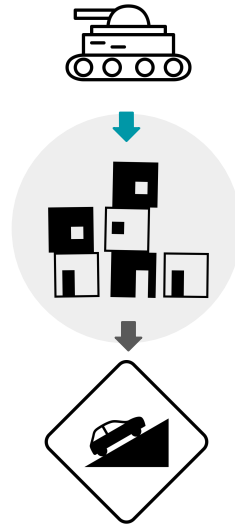
*Ex: Salesperson convinces you to take their supplement pills*

**Q: WHAT WOULD IT MEAN TO  
PAY MORE ATTENTION TO  
ECOLOGICAL CHANGES,  
WHILE STILL INCLUDING  
BEHAVIOURAL?**

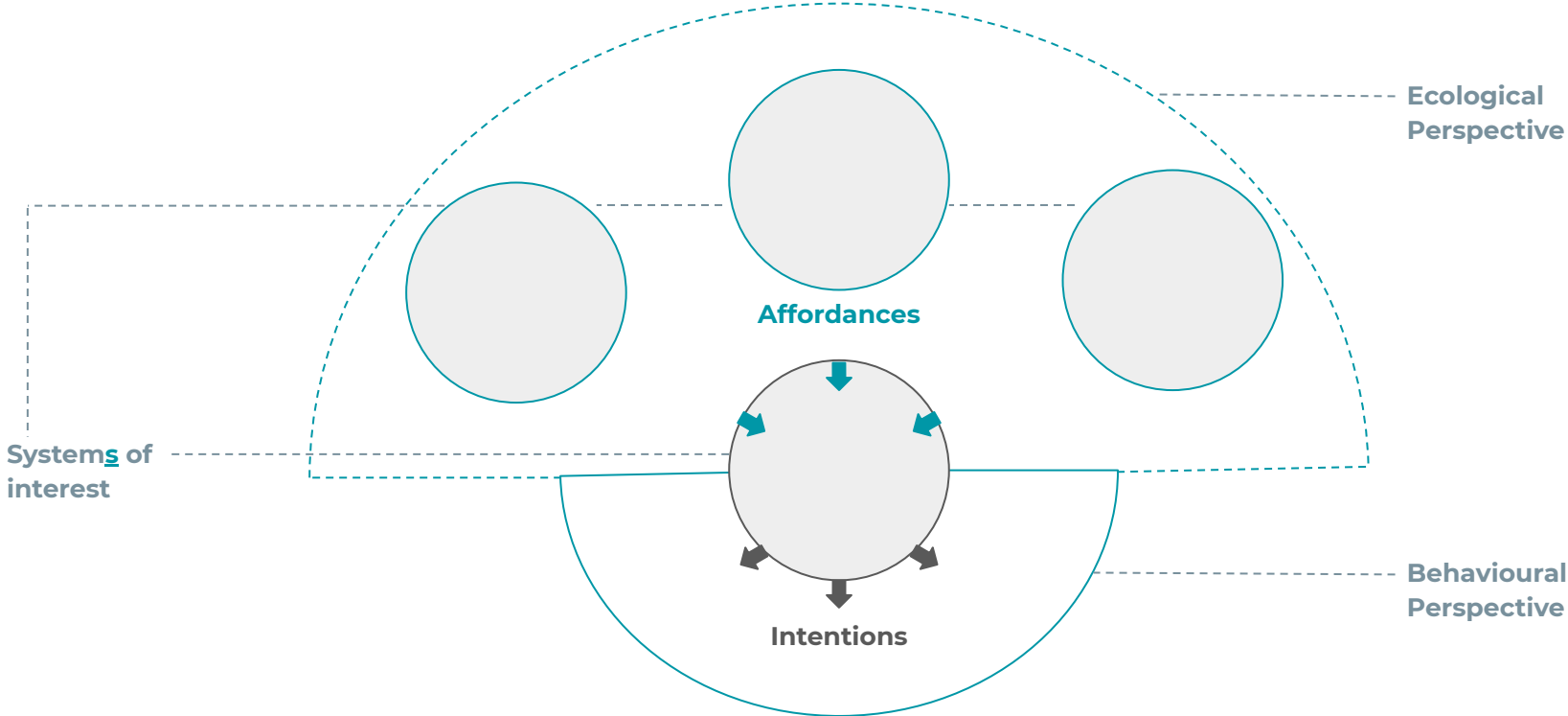
BEHAVIOURAL:  
INTENTION  
FOR CHANGE + ECOLOGICAL:  
*ATTENTION*  
TO CHANGE

# ADDING AND REMOVING AFFORDANCES:

*“An action possibility formed by the relationship between an agent and its environment”*



# ECOLOGICAL PERSPECTIVE BEFORE BEHAVIOURAL



**WHERE'S YOUR ATTENTION  
IN SYSTEMS CHANGES?**

# DISCUSSION

## Content

- System(s) Change(s)
- Behavioural + Ecological Perspective
- Errors - E3 and E4
- Affordances

## Opportunities

*(directing attention)*

- Communication design
- Transmedia storytelling
- Satire and comedy