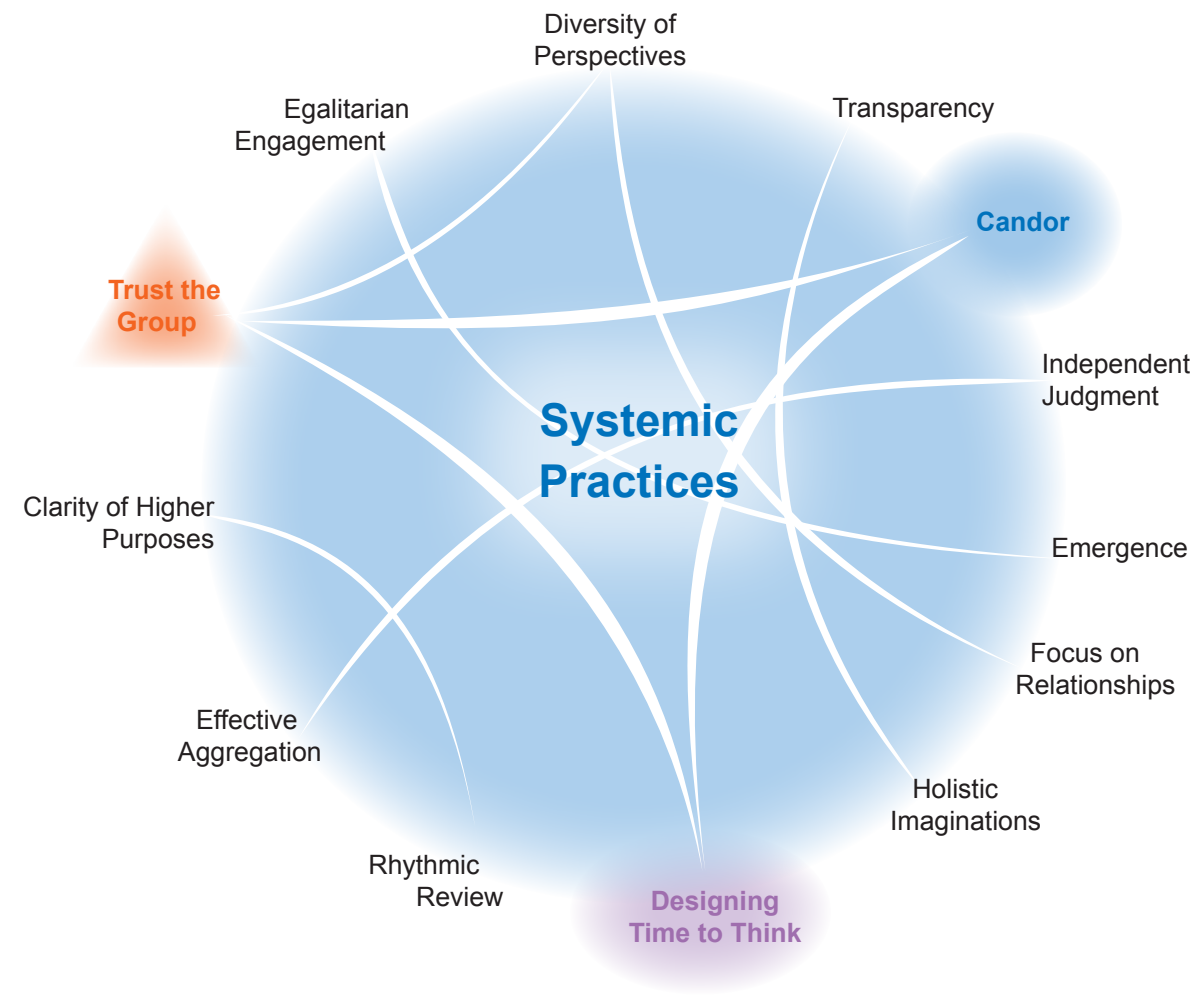


A Systemic Approach to Complexity



Systemic Practices to Navigate Today's Complex Issues

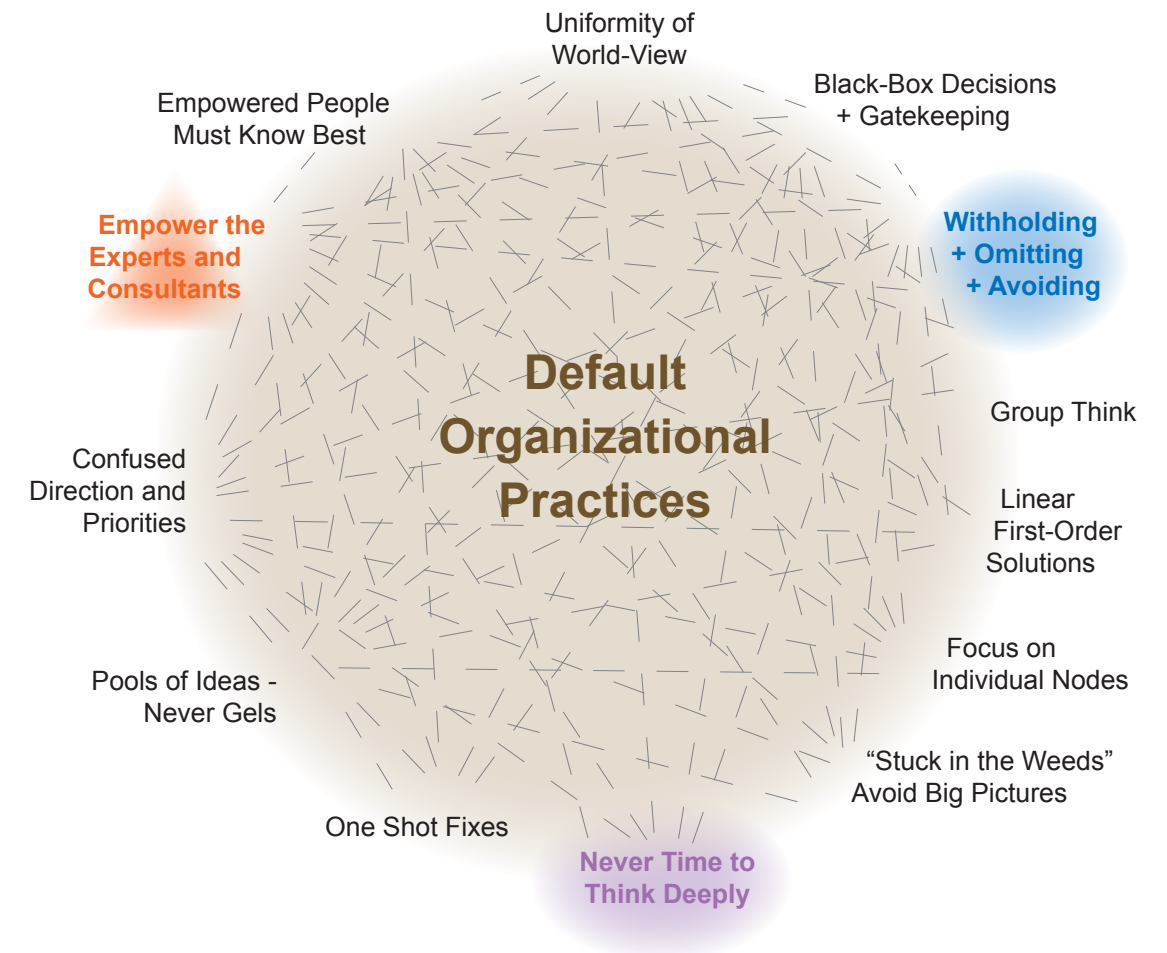
Why these practices?

Decades of experience tell us that when dealing with complex issues, these practices are essential for effective outcomes. They build TRUST in the process. They also build TRUST among colleagues, and with the leadership. They offer a pragmatic approach and hope.

All are inter-dependent and mutually reinforcing.

For example, to omit Transparency in our processes seriously erodes the capacity of the group to trust the process, their peers, and their leaders. Without transparency, "Shadow Practices" appear as our default.

All practices accelerate knowledge sharing and learning.



The Default Practices of Conventional Organizations

These practices are also inter-dependent and mutually reinforcing.

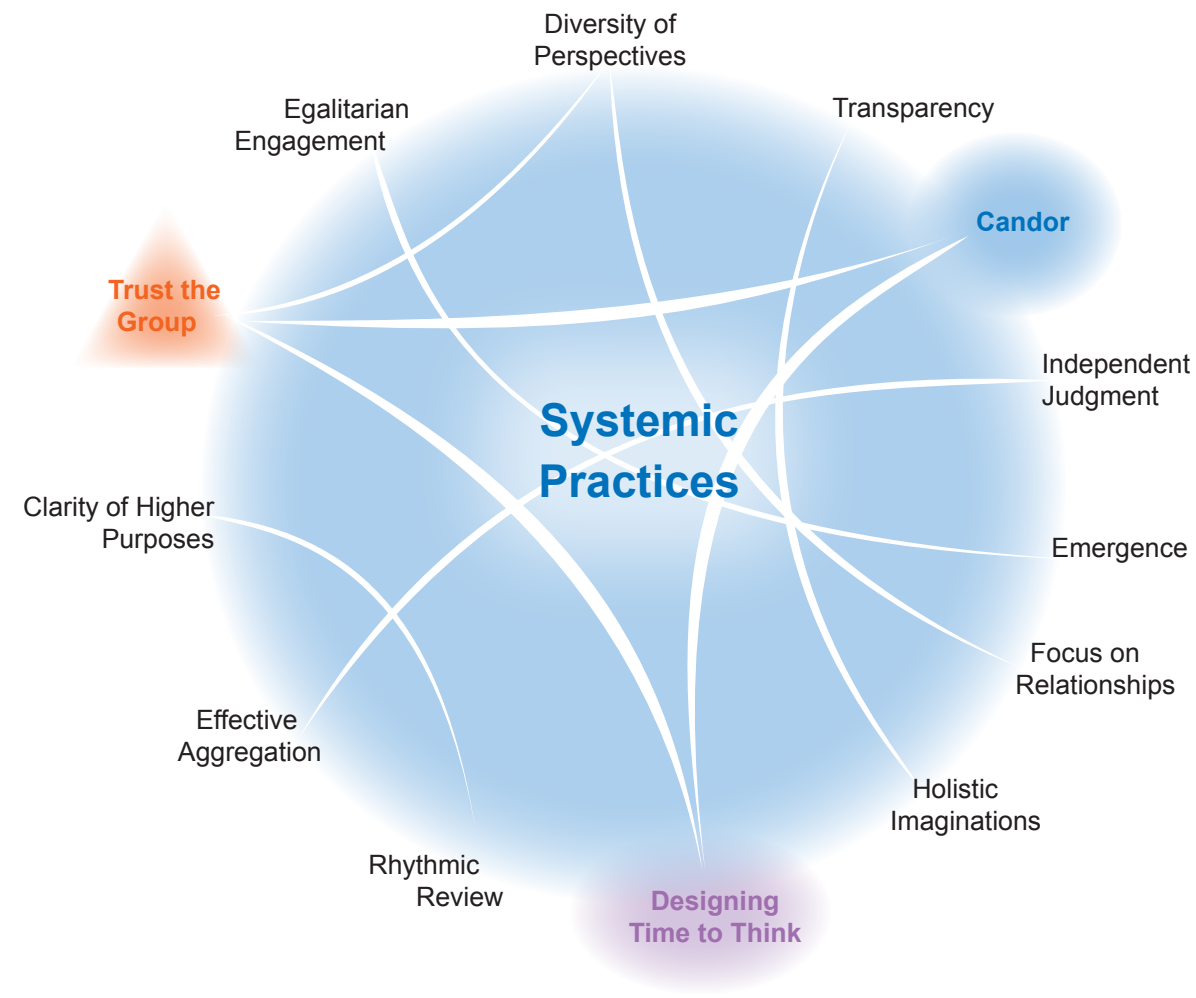
People in diverse organizations around the world immediately recognize these "Shadow Practices" as business-as-usual. These practices have their own internal consistency and logic. They reflect a deeply-embedded culture of fear, defensiveness, and self-optimization.

Today's workforce needs and deserves a different culture.

No person or well-meaning group can take on all of these default, often-unconscious practices.

WindTunneling is a virtual tool-set that embeds all the Systemic Practices and blocks Default Practices. It lets a "principled technology" help carry the heavy lifting of culture change.

A Systemic Approach to Complexity



Systemic Practices to Navigate Today's Complex Issues

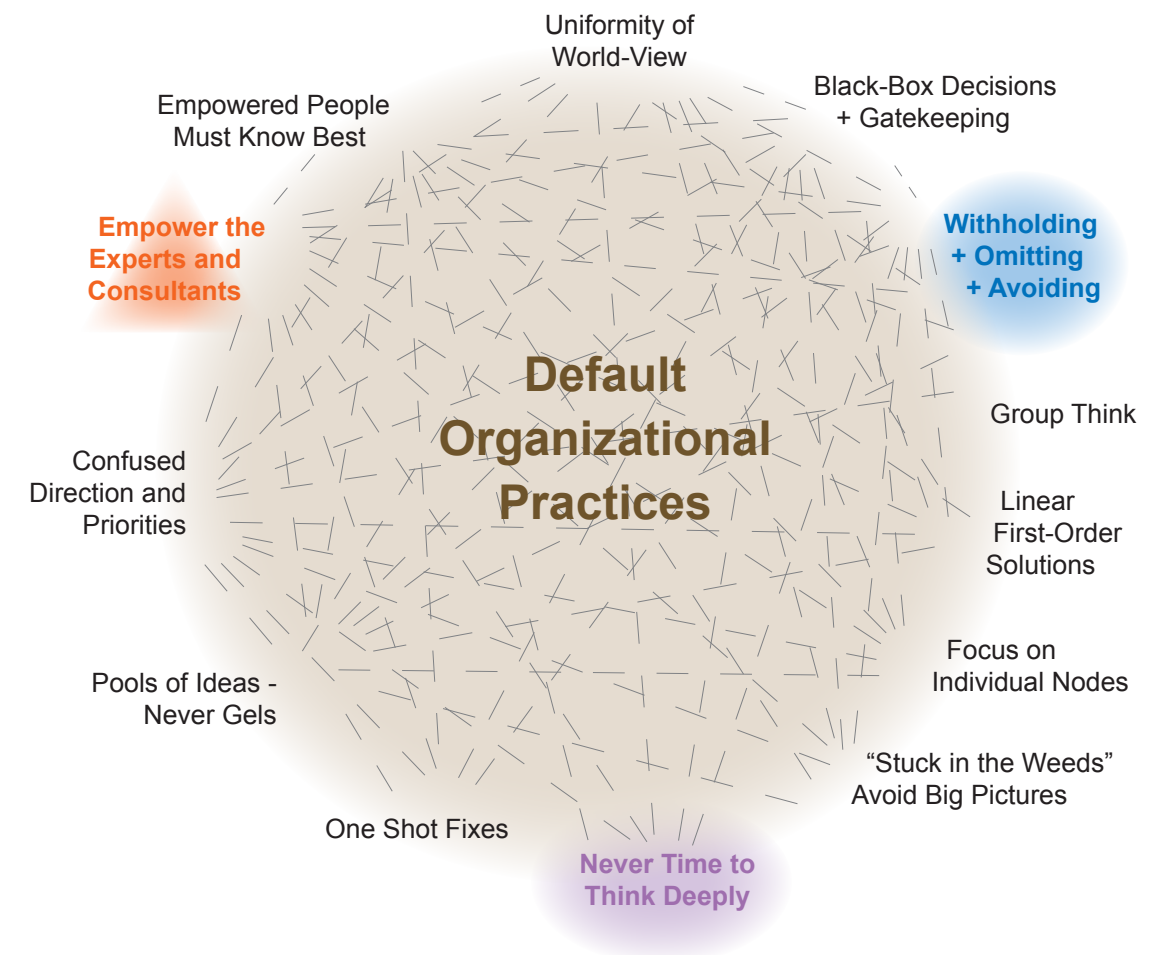
Why these practices?

Decades of experience tell us that when dealing with complex issues, these practices are essential for effective outcomes. They build TRUST in the process. They also build TRUST among colleagues, and with the leadership. They offer a pragmatic approach and hope.

All are inter-dependent and mutually reinforcing.

For example, to omit Transparency in our processes seriously erodes the capacity of the group to trust the process, their peers, and their leaders. Without transparency, "Shadow Practices" appear as our default.

All practices accelerate knowledge sharing and learning.



The Default Practices of Conventional Organizations

These practices are also inter-dependent and mutually reinforcing.

People in diverse organizations around the world immediately recognize these "Shadow Practices" as business-as-usual. These practices have their own internal consistency and logic. They reflect a deeply-embedded culture of fear, defensiveness, and self-optimization.

Today's workforce needs and deserves a different culture.

No person or well-meaning group can take on all of these default, often-unconscious practices.

All the Default Practices block knowledge sharing and learning. This undermines engagement and coherence.