SEE
BEYOND

A Systems+Design
Investigation

d.

STATE YOUR GOAL

Write a guiding star and near star

Articulate your objective as a long-term ideal state and a near-term (3-5 years) goal.

GUIDING STAR

Your vision for a desire future state.
What is a long-term state you are working toward,
though you may not get 100% there in your lifetime?

A _____

the system, defined by geography, authority, and/or matter-at-hand

in which

_____.

the quantifiable or tangible state you seek

NEAR STAR

A goal for 3-5 years out that would be a significant step toward your guiding star.

Increase / decrease

_____

a metric of improvement

by / for / within

_____.

bound your near star by group, sub-system, or other method

SEE STAKEHOLDERS

Create a map of stakeholders

List the different people/entities that are stakeholders in the system. Connect them with lines to note the relationships.

(It might help to put an end beneficiary in the middle)

2 List forces that affect your goal

List forces that _currently exist_ in the system that help or hurt progress toward your _near star_. Connect them with lines if you see relationships between the forces.

ENABLERS
Forces that help your cause

INHIBITORS
Forces that hurt your cause

Behaviors

Policies

Beliefs

SELECT FOR LEVERAGE

3a ## Select one force to address

Based on your current knowledge and considering your organization's capabilities and mission, assess leverage and select a force (or a couple interrelated forces) to address.

ENABLER/INHIBITOR to address

Why is there LEVERAGE?
(Based a criteria on the right and/or org. capabilities/positioning, make an argument why there might be leverage.)

[criteria to identify leverage]

BRIGHT SPOTS

*Where is positive change already happening?
This may also be an effective hack that you could scale.*

RIPPLE EFFECTS

Where are there strong factors and dynamics which have the potential to affect many other factors or dynamics downstream?

PENT UP ENERGY FOR CHANGE

Where is energy disrupting the status quo or trying to reorganize and cause new patterns/ behavior to emerge?

3b ## Identify the most relevant stakeholder(s)

Which stakeholders are entry points to making change related to the above factor.
Pull from your stakeholder map, or identify a new stakeholder considering the force you have chosen.

3c ## Select one stakeholder to target

Select one stakeholder that sits at a particularly important place in the system to affect the chosen factor.
Imagine you are designing for (or trying to affect) this stakeholder.

BRAINSTORM ON THE OPPORTUNITY

4a Write a brainstorm question.

Put the pieces together to outline the opportunity.

How might we get/help/____

_____

targeted stakeholder

to

_____

change in human behavior/feeling (based on chosen force)

4b Brainstorm interventions

Consider a diverse set of activities (solutions/efforts).

Think about solutions that are:

**Physical
Experiential
Relational
Policy**

FLESH OUT A CONCEPT

5a ## Select one activity.

Select an idea to consider further. What activity (solution) might create the most impact relative to the effort?

> (An idea from the
> previous brainstorm)

5b ## Flesh out the concept

What might this solution/activity look like?

What?

What is the solution/activity? How does it work?
Can you draw/visualize it here?

Who/How to Implement?

How does this solution get created and into the system?