

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

Prejudice in Georgia

**The gaming
of Twitter**

Threat detection

Exploiting opportunities

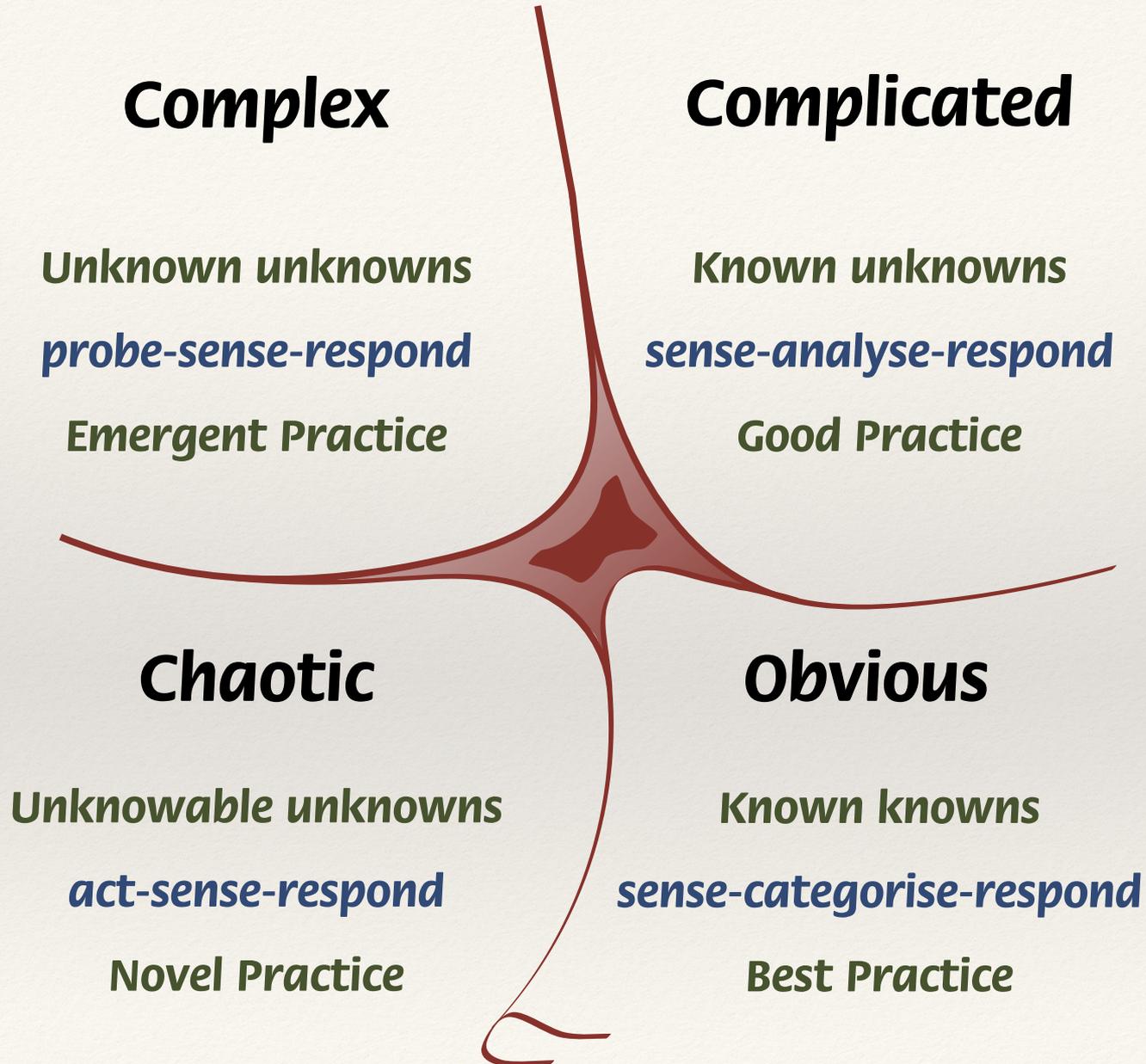
Unification narratives

**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

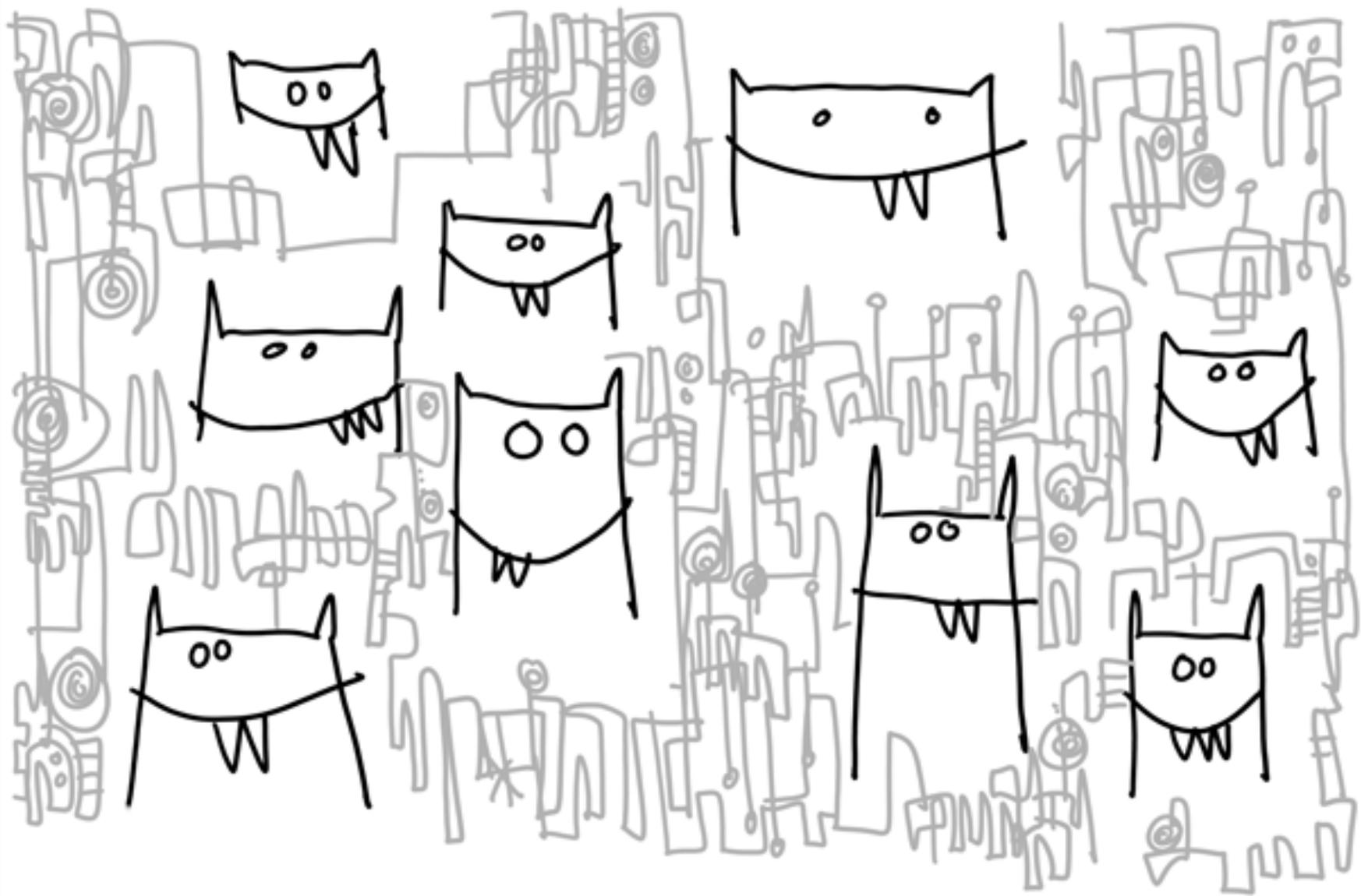


Systems**Complexity****Engineering metaphor****Evolutionary metaphor****Close gap to ideal future state****Safe to fail changes in the 'now'****Directly****Obliquely****Drivers****Modulators****Causality****Dispositionaliry****Outcomes based targets****Impact assessment**

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...

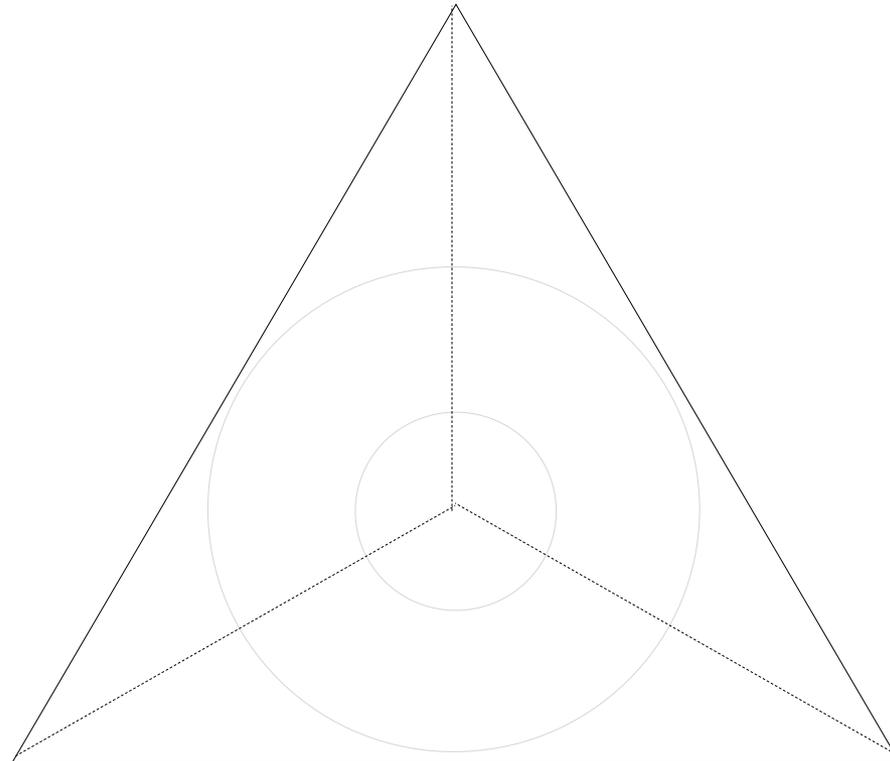
Poor presentation skills



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

Present

Past

Future

What sort of justice is shown in your story?

Get your own back,
revenge

Restorative,
reconciling

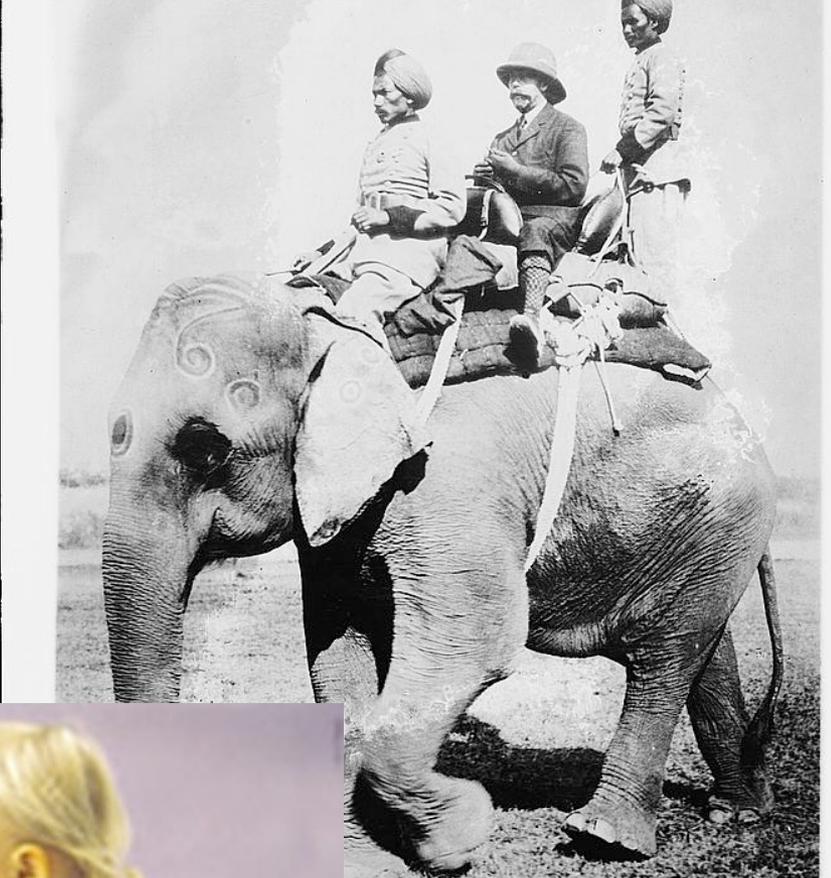
Deterrence, stop other
people doing the same

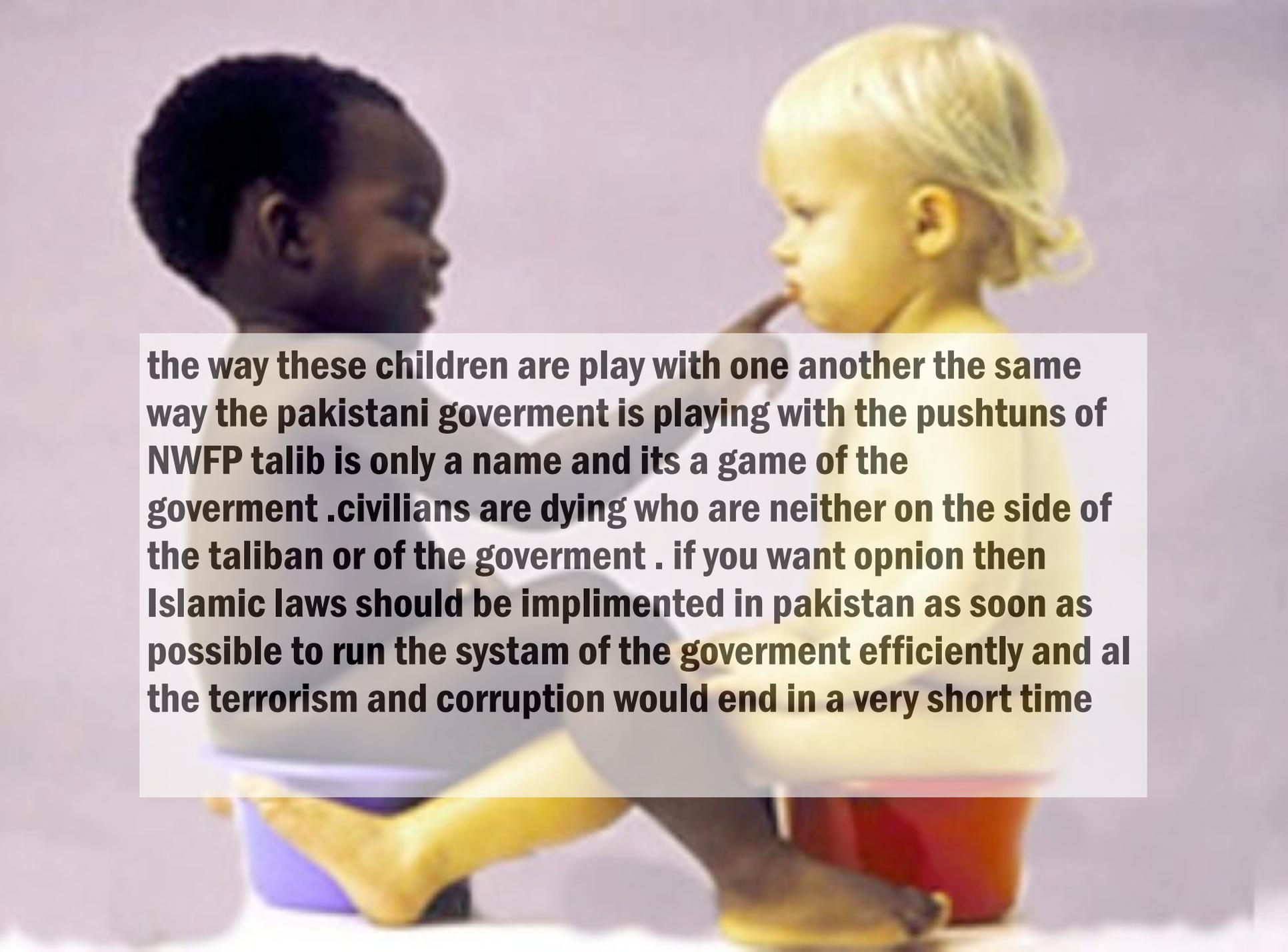
THE PROCESS

- **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**



Marceau
la vérité





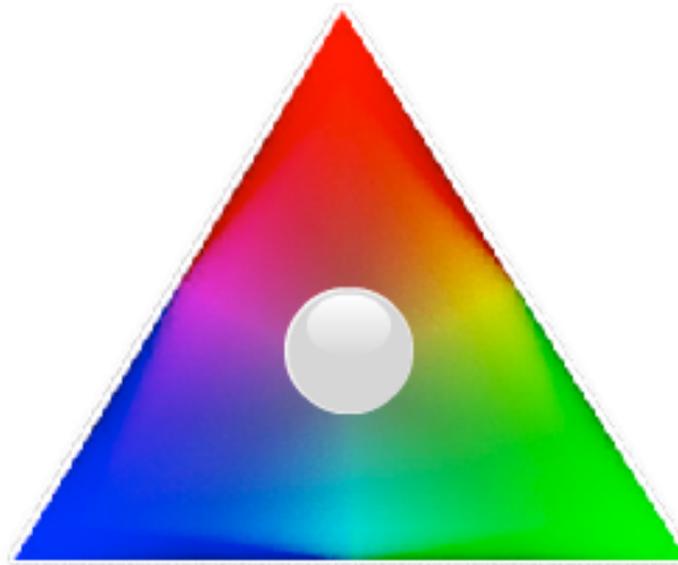
the way these children are play with one another the same way the pakistani goverment is playing with the pushtuns of NWFP talib is only a name and its a game of the goverment .civilians are dying who are neither on the side of the taliban or of the goverment . if you want opnion then Islamic laws should 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

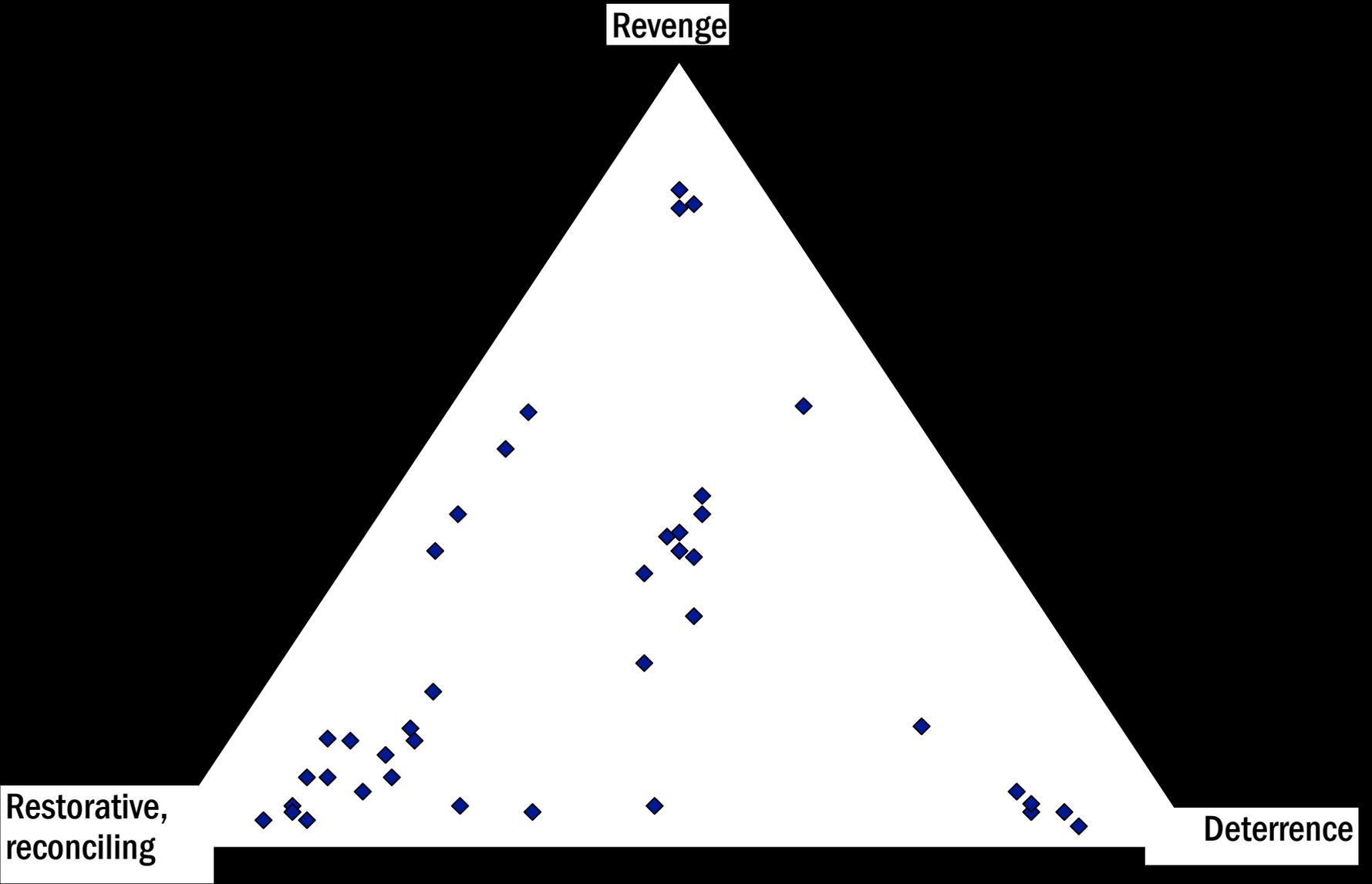
What type of justice is shown in your story?

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

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

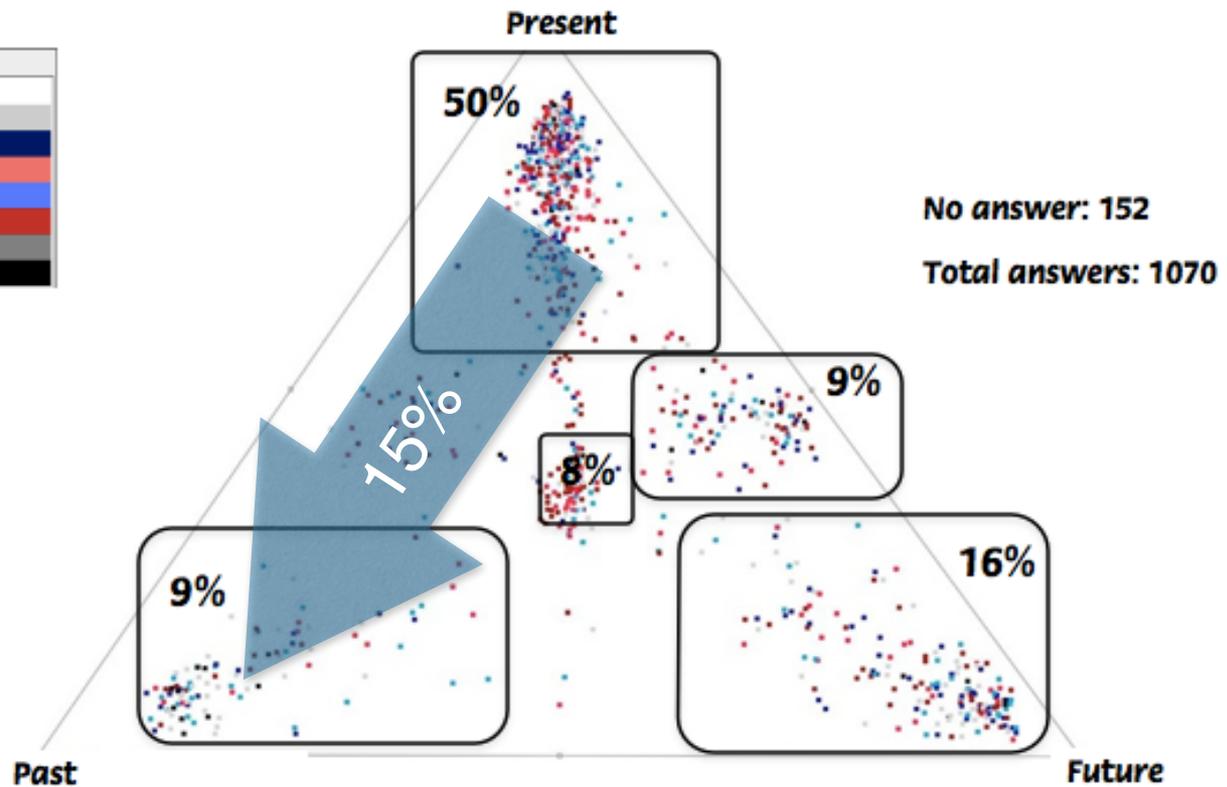
Text Indexing

الأطفال يبدون اللاعب والمسابقات ولا كن الطفل لم يخلق في اللاعب 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 ان أتى من عمره
عشرون سنه تولى حكم مصر وهزم الأعداء الذين كانوا يودون أن يستولى
على مصر لكن لم يقدر عليه ولقب رمسيس الثاني

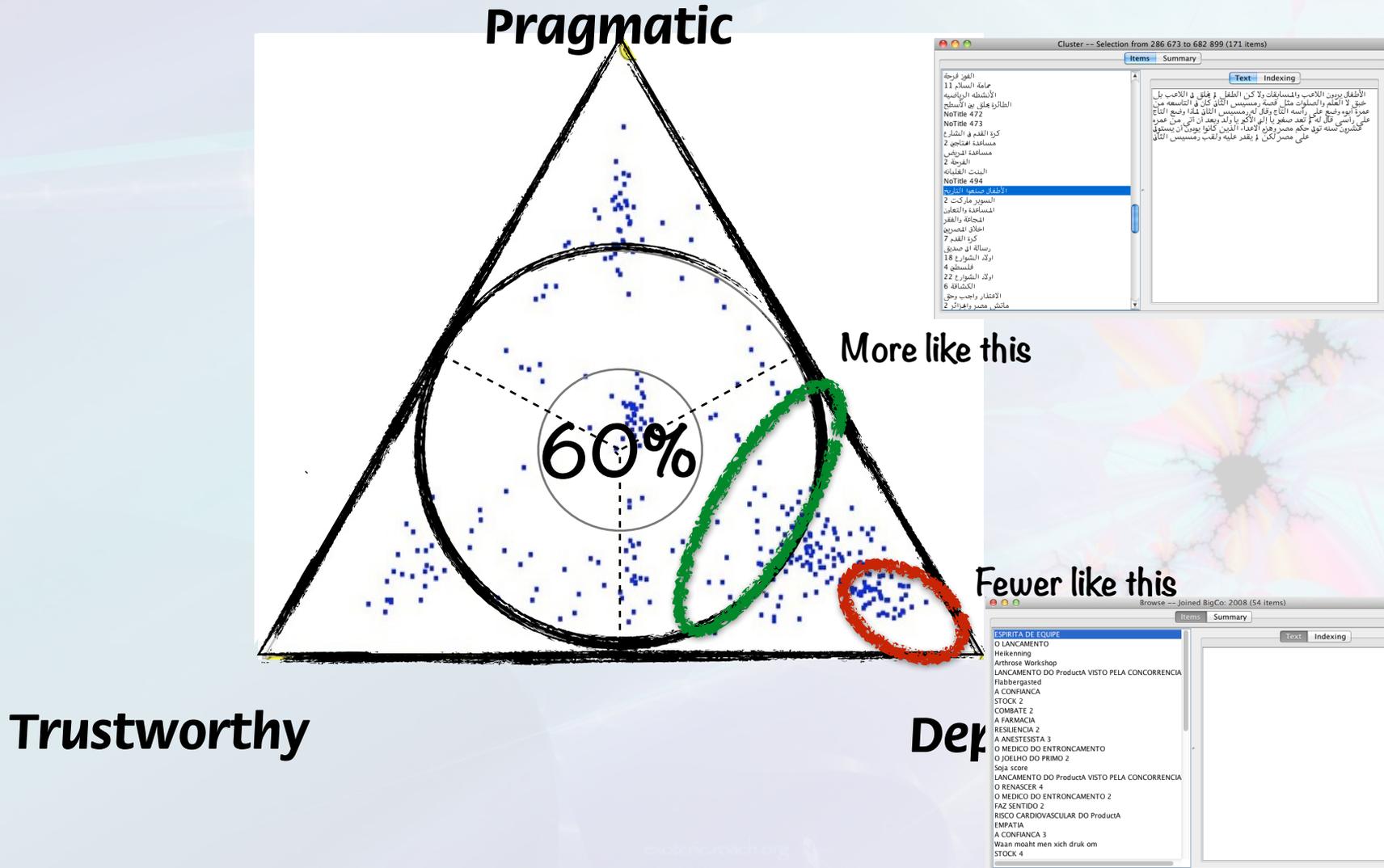
Deterrence

The lesson in this story applies to the

Legend	
Emotional Intensity	
neutral	grey
strongly positive	dark blue
negative	red
positive	light blue
strongly negative	dark red
Multiple answers	grey
No answer	black



In my story/photo, decision-makers were:





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