

METHOD KITS PROPOSAL

The Cynefin Company



THE CYNEFIN CO

LIBERATE HUMAN POTENTIAL

THE CYNEFIN COMPANY

CONITIVE EDGE & THE CYNEFIN CENTRE



We believe in praxis and focus on building methods, tools and capability that apply the wisdom from Complex Adaptive Systems theory and other scientific disciplines in social systems.

We are the pioneer of the field of complexity, charting the way before complexity became "mainstream". We created the concepts of Naturalising Sense-making, Distributed Ethnography, Apex Predator theory, and have developed the whole field now known as Anthro-complexity – complexity as experienced in human systems.

GO



The Cynefin Centre is an action research and development hub that focuses on the application of complexity science to social good.

We are a membership-based organisation focused on working within the not-for-profit, government and academic sectors.

We work at the limits, where research becomes practice, and we want to make a difference. We are a small team working with a distributed network of practitioners around the world. We are authentic to our commitments, our ethics, and the work of our members.

GO

SOME OF OUR INSPIRED PROJECTS

EXAMPLES AND VISUAL RESEARCH

Art E Fact

Cards used to build connections, mapping non-linear systems, finding new associations, creating games and preparing workshops,



Catan (Settlers of Catan)

Players take on the roles of settlers, each attempting to build and develop holdings while trading and acquiring resources. Players gain points as their settlements grow; the first to reach a set number of points, typically 10, wins.¹

RELEASED: 1995

Clever Trading | Strategy | Tactical Skill



Neuroshima Hex

Neuroshima Hex! is a Polish tactical board game based on the Neuroshima role-playing game. The game is set in the same post-apocalyptic world as its RPG counterpart.

RELEASED: 2005

Tactics | Design | Programming



WELCOME

This document is a work in progress for the future Cynefin Centre method kits.

In here you will find our latest thinking, ideas and concepts. If you have any suggestions for future improvements or how you can integrate your methods in to this project please feel free to contact us and let us know.

WHAT IS THE ISSUE?

... creating physical facilitation kits.

Online service such as Miro is great, but there is missed opportunity to engage people with their concepts, ideas and thinking once they leave the platform.

Interaction is vital for meaningful strategy work. Giving people agency to feel part of the process is vital, and finding ways to make that feel like a whole-body thinking experience (rather than just peering through a digital window) is a big part of it.

The difference that it can make when some of the workshop you're part of turns up at your door, and lives with you in your newly-shaped home works space, is definitely something to think about in designing experiences; a distributed form of creativity that connects both the physical and virtual experiences of working together.

OUR CONCEPT

CYNEFIN AND SENSEMAKER® METHODS

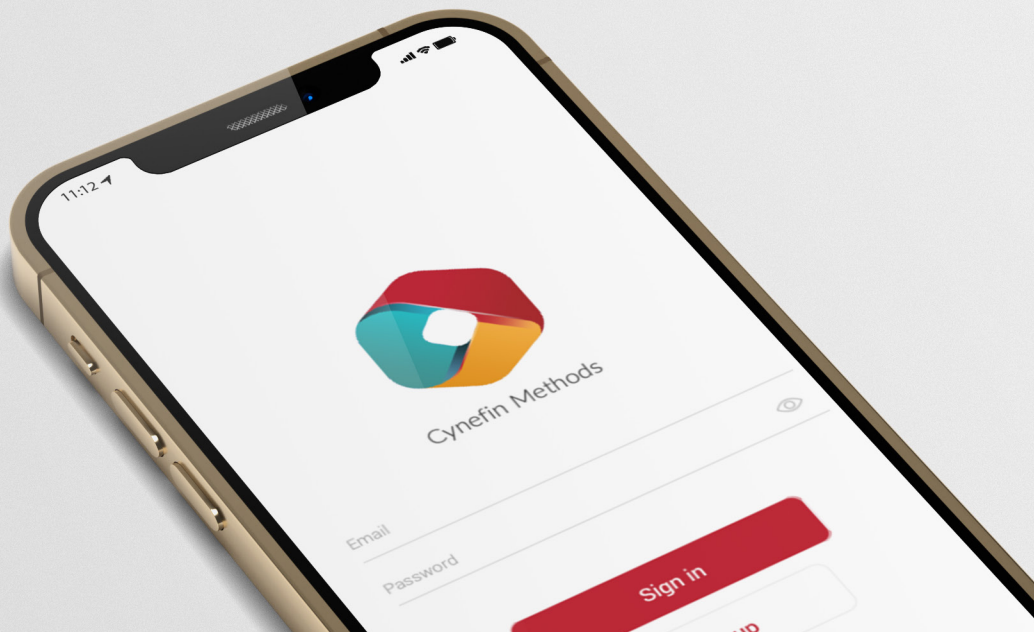


CYNEFIN METHODS

A deck of 52 cards - all 32 or so methods are included, some methods will be duplicated (because they are used multiple times in a project) - we also include cards for SenseMaker® (probably separate ones for each module - Collector, Wanderer, etc)

Each card will have a unique design on one side, with an explainer of the method (who and what it's for) and the reverse has a tweet length overview of the method (or software module).

The reverse will also have a QR code that will link to the app, where users are able to scan the method/card to read more, see examples and view top tips.



ADDITIONAL ELEMENTS OF THE KITS

Counters, spacers and process cards

DISCS

To show known loopholes / hooks / identities that will help support the connections

LOOPS

Red loops - Unknown / blocked / yet to be developed connection hooks.
Red loops should be able to be put around traffic cones too (for extra caution!)

TRAFFIC CONES

Awareness of unintended consequences (what might be seeping up between the cracks?)

PROCESS CARDS

Clear acrylic cards to layer on main methods. To include:
Two way arrow
Stop & Assess
Linking cards
Authorisation

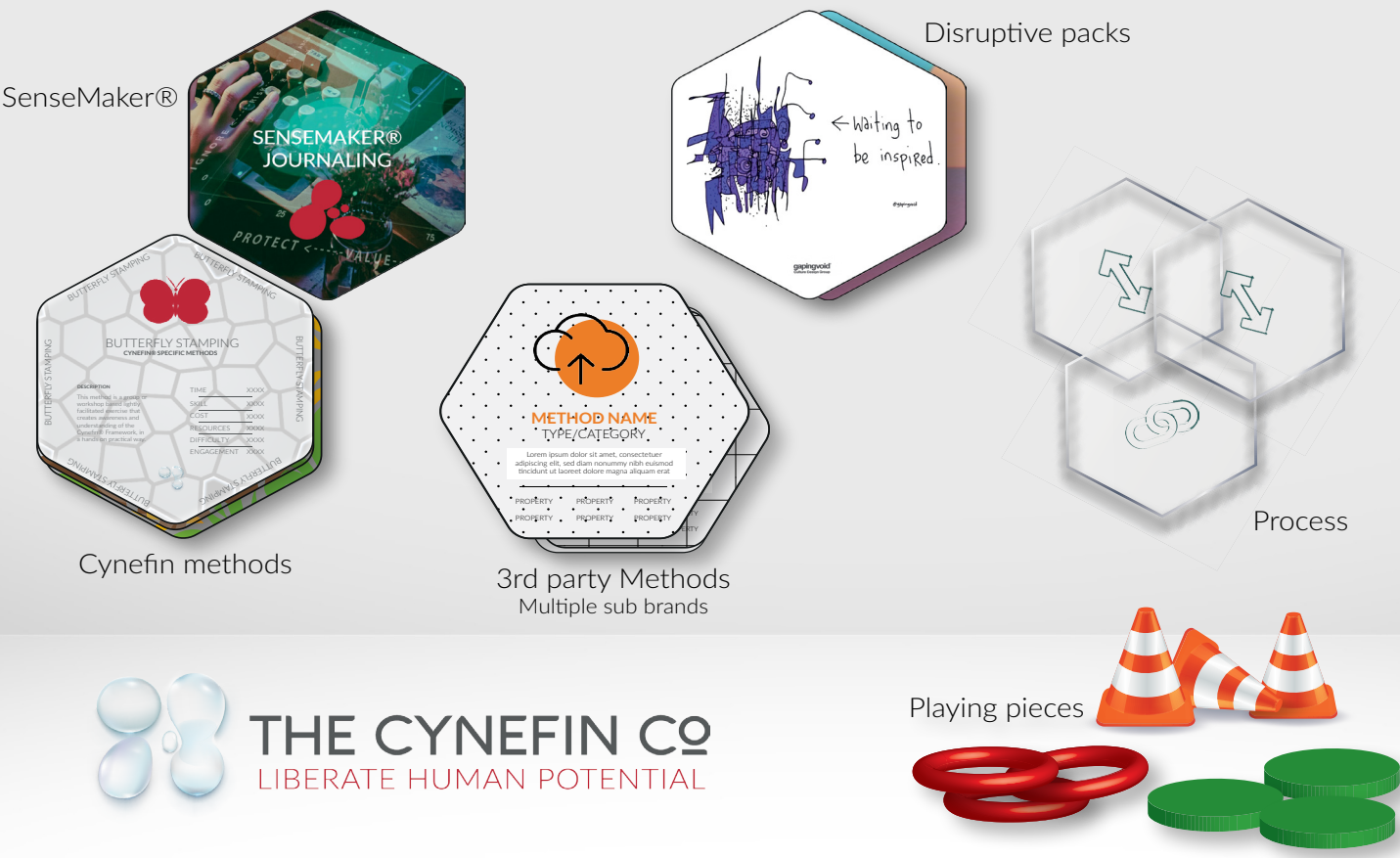
BLANK CARDS

Blank hexi cards in white board lamination



OUR METHODS

CURRENT PRODUCTS



” Great design is more than aesthetics. Great design begins with understanding what the goals are and how to achieve them.

Cynefin and SenseMaker® Methods



A core set of 50 Cynefin methods with extension packs to cover the over 200 methods and tools available including new approaches such as constraint mapping and assessments against the new EU Field Guide

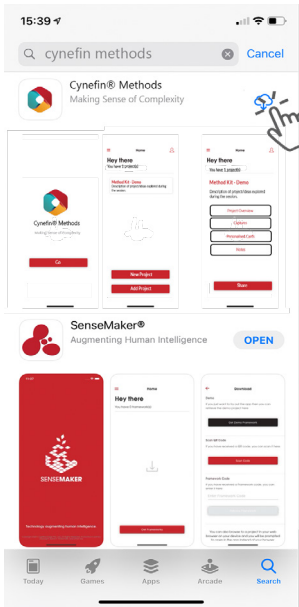
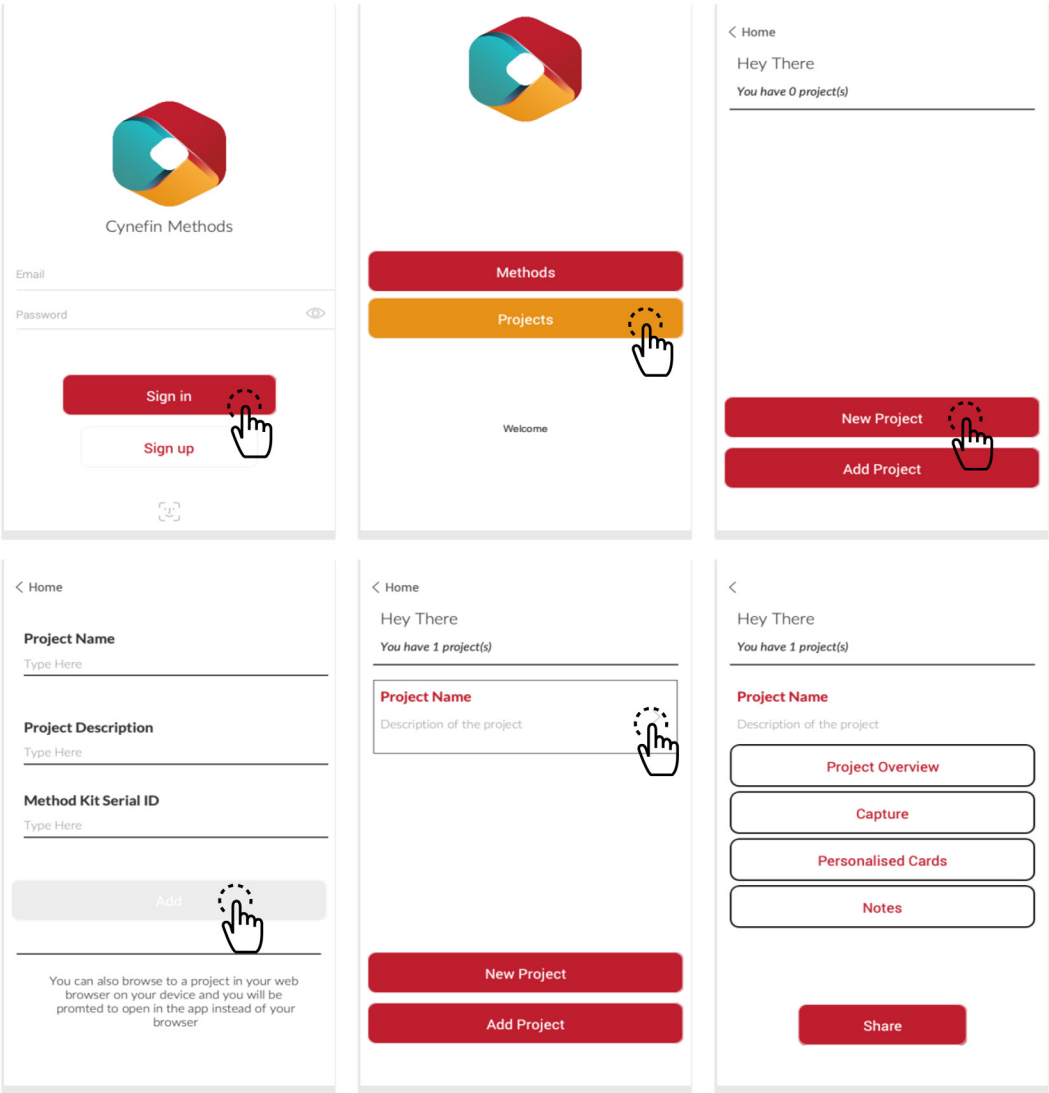
- Cynefin® Specific
- Knowledge management methods
- Narrative methods
- Design & Innovation
- Facilitation
- Generic Sense-making
- SenseMaker®

CYNEFIN APP

CURRENT PRODUCTS



CREATE, SAVE AND SHARE PROJECTS INCREASING ENGAGEMENT WITH THE KITS.



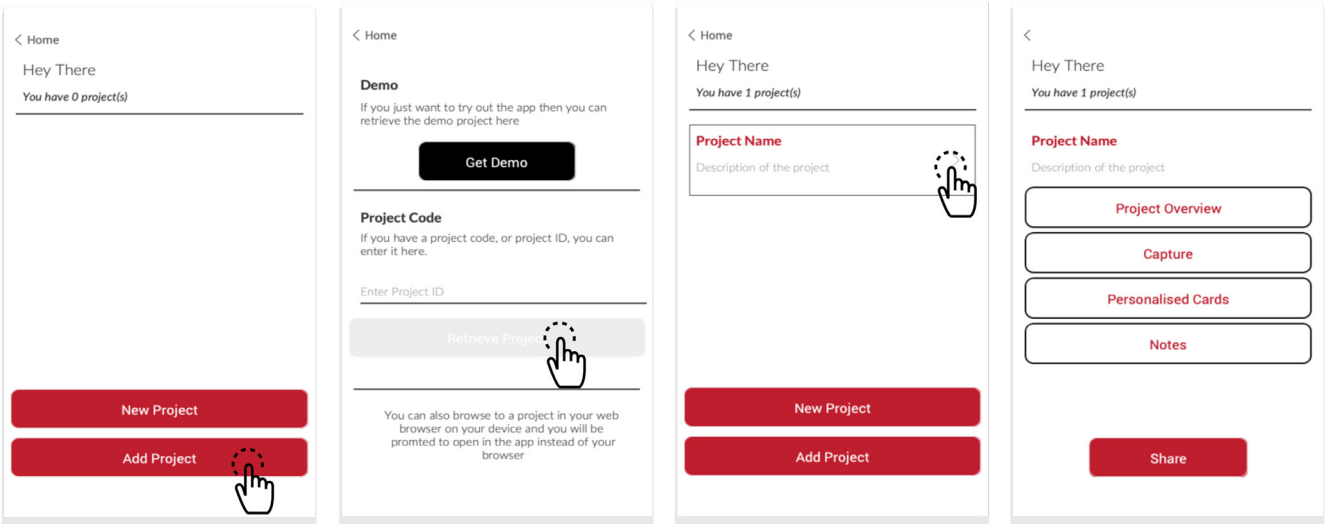
THE CYNEFIN APP

Free Version:

All information that is on the Wiki can be viewed for free. This includes access to Cynefin and SenseMaker® methods. Free users can also access existing projects created with the kits with the project ID. To create their own, they must purchase premium access to the app or buy a facilitation kit.

Premium:

Premium access will allow users to view extension packs, create their own projects and access features such as top tips.





INITAL SCREENS

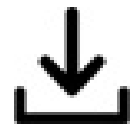
CYNEFIN SPECIFIC METHOD - BUTTERFLY STAMPING



FEATURES

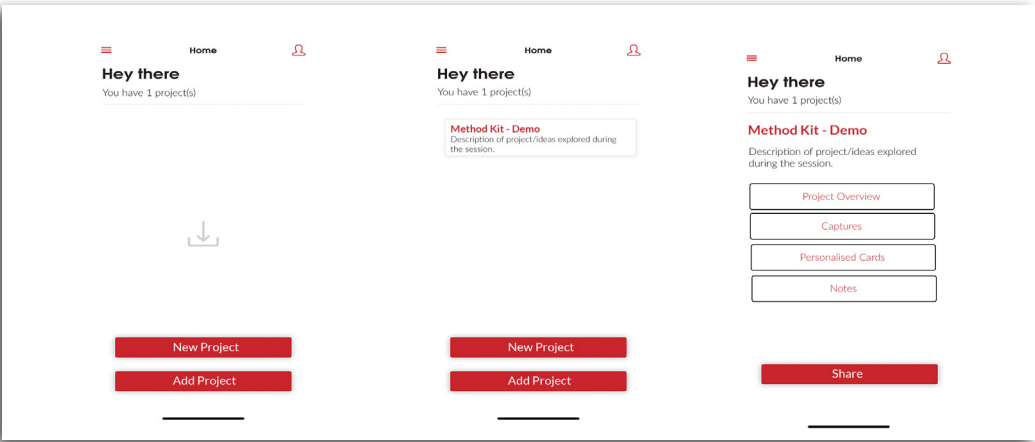
ACCESSIBILITY FOR EVERYONE

01



SAVE TO PROJECT

The save to project feature allows the user to scan in and add any notes they have made to their project on the 'design your own' cards. This will work similarly to the current SenseMaker® app. The user will have two options. 1- To add a new project or 2- add an existing project.



All projects will generate a project ID that the user can share and access on the app. The app will allow users to save the 'design your own' cards which can be submitted to the cynefin centre to be reviewed for potential extension packs or areas of discussion. The app will also allow the user to capture their assembled project - where they can view/review for later discussions.

This feature will allow the project to continue even after the discussion has happened and may promote users to revisit their assembly design.

Sharing projects will in turn create curiosity and desire to engage with the method kits.

02

QR CODES & TEXT TO SPEECH

Text-to-Speech makes it easier in general for all people to access online content on mobile devices, increases citizen engagement and strengthens corporate social responsibility by ensuring that information is available in both written and audio format.



A key element of user experience is usability. Usability is quite simply a measure of how simple it is for a user to learn how to use the method kit (particularly for those new to the methods) and will determine weather they use and recommend the kits in the long-term.

For example; the user might find that the kits have been brilliantly developed and they have the resources to engage with the kits. However, it's also confusing and complicated and there's not enough information available to make the process intuitive. This is a usability failure.

Given the constraint of the hexagon card, the QR feature allows the users to scan the method they have chosen, read more about the method, see examples and choose to hear the method spoken aloud.

FEATURES

PROPERTIES

03

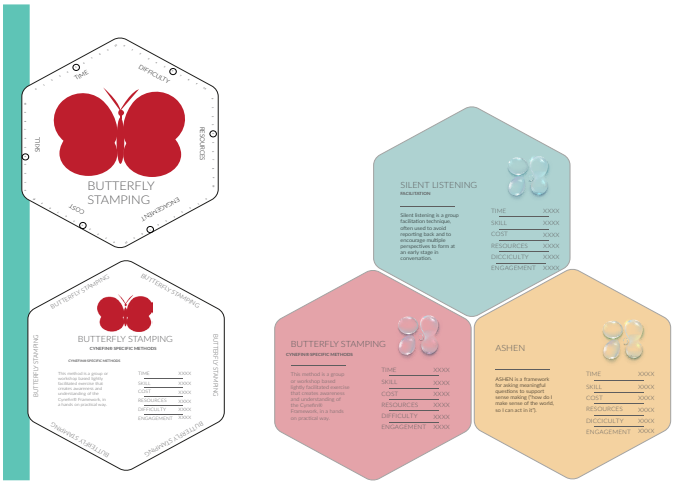
PROPERTIES

The cards without physical properties are too specialised. If an amateur user of the methods buys this kit, they will need to use the app for every single method. This is far too laborious. We need to open these cards out to amateur users. What are the ways we can do this?

Properties.

Preliminary categories

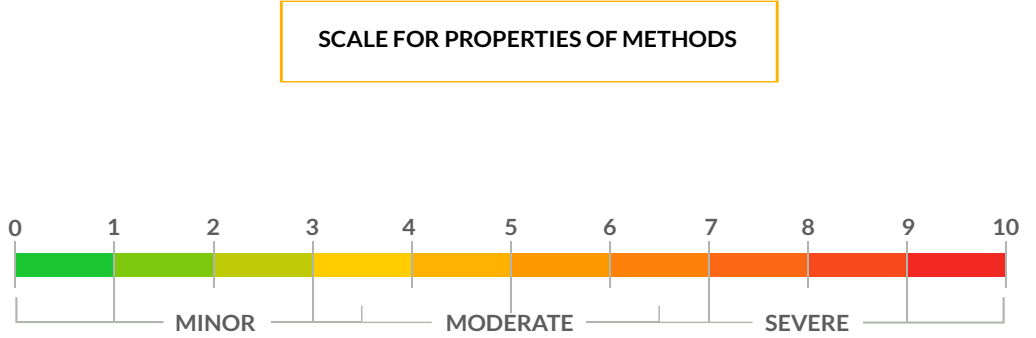
1. Time
2. Engagement
3. Difficulty
4. Resources
5. Cost
6. Skill



Design to include properties

OPTIONS

An option for these properties is to have a scale on factors such as how difficult/expensive/time needed. Draft below is in colour - but depending on the material printed on this could be etched in to the card.



Examples and ideas



FEATURES

COUNTERS AND SPACERS

04

COUNTERS AND SPACERS

Green discs

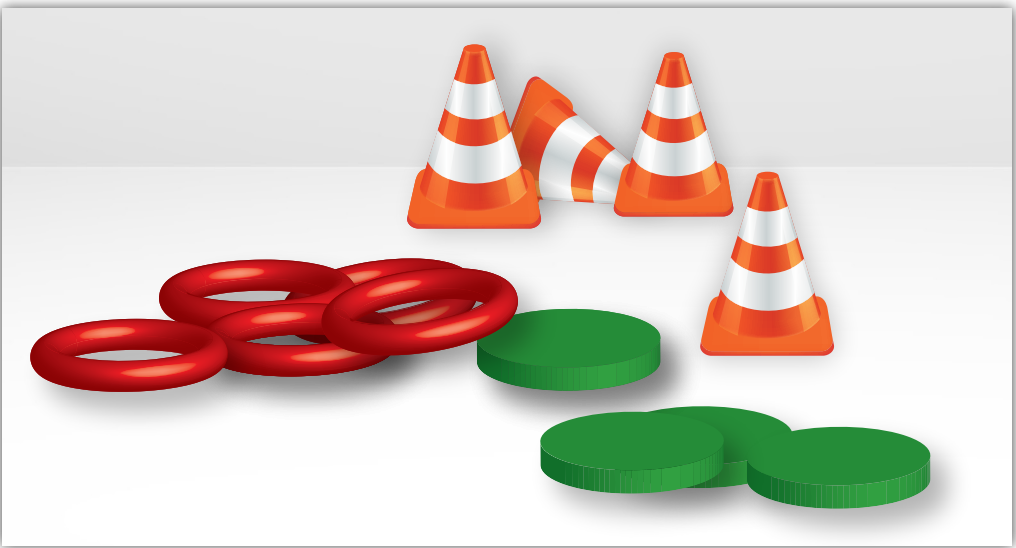
Known loopholes / hooks / identities that will help support the connections

Red loops - Unknown / blocked / yet to be developed connection hooks.

Red loops should be able to be put around traffic cones too (for extra caution!)

Traffic cones

Awareness of unintended consequences - what might be seeping up between the cracks



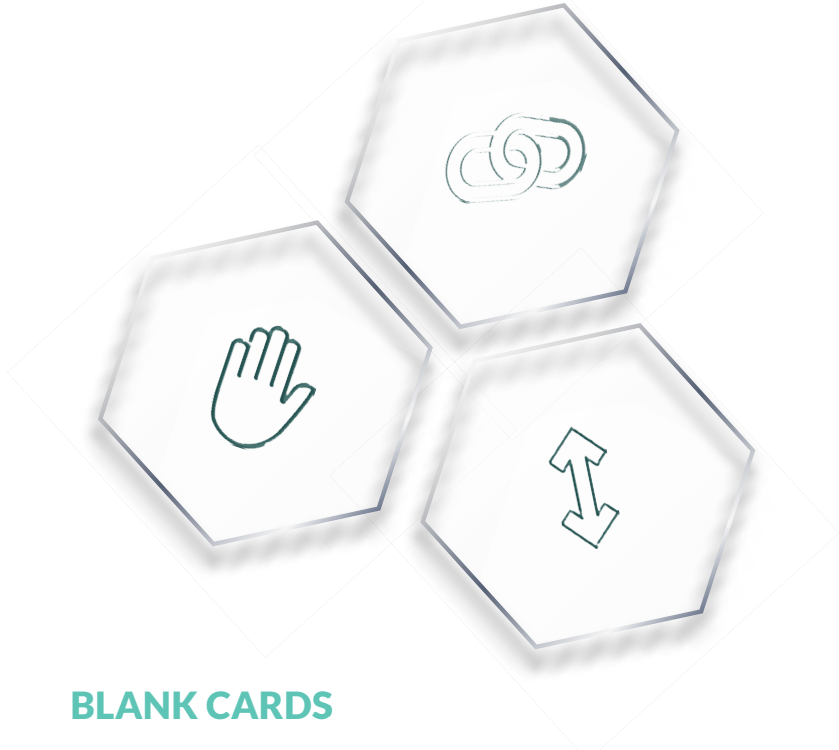
FEATURES

PROCESS AND BLANK CARDS

05

PROCESS CARDS

The kits will include clear acrylic cards to layer on main methods. Currently this set compromises of a two way arrow, a stop and assess card, a linkage card and an authorisation card.



06

BLANK CARDS

The kit will also compromise of blank re-usable hexis in white board material. This will link to the save your project feature and allow users to upload their designs to their project on the app.

OUR METHODS

Current Design of Cards for our Methods

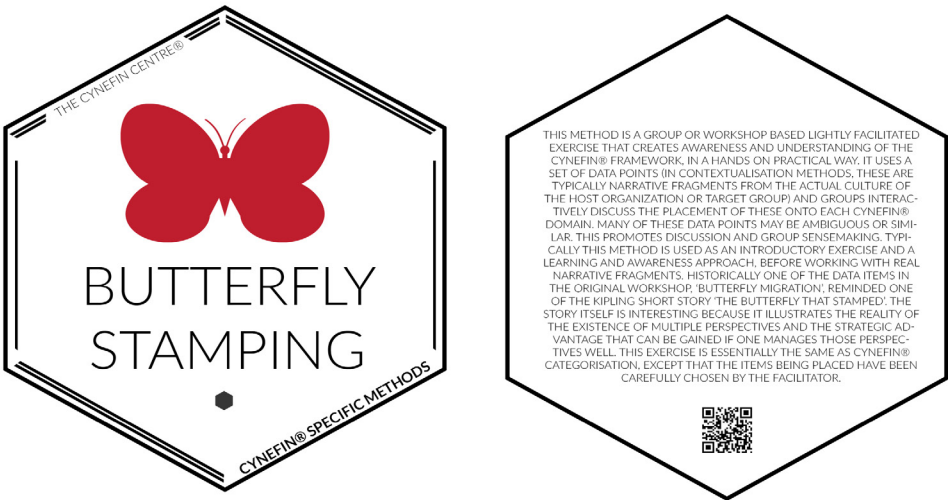
The following pages explore our design thinking for the method hexi's. Our overall design is far from complete but here you can see the journey we have been on to get this far.

If you have any comments, please let us know!

DESIGN PHASES TO DATE CYNEFIN METHODS

EXAMPLE - BUTTERFLY STAMPING

PHASE 1



FRONT

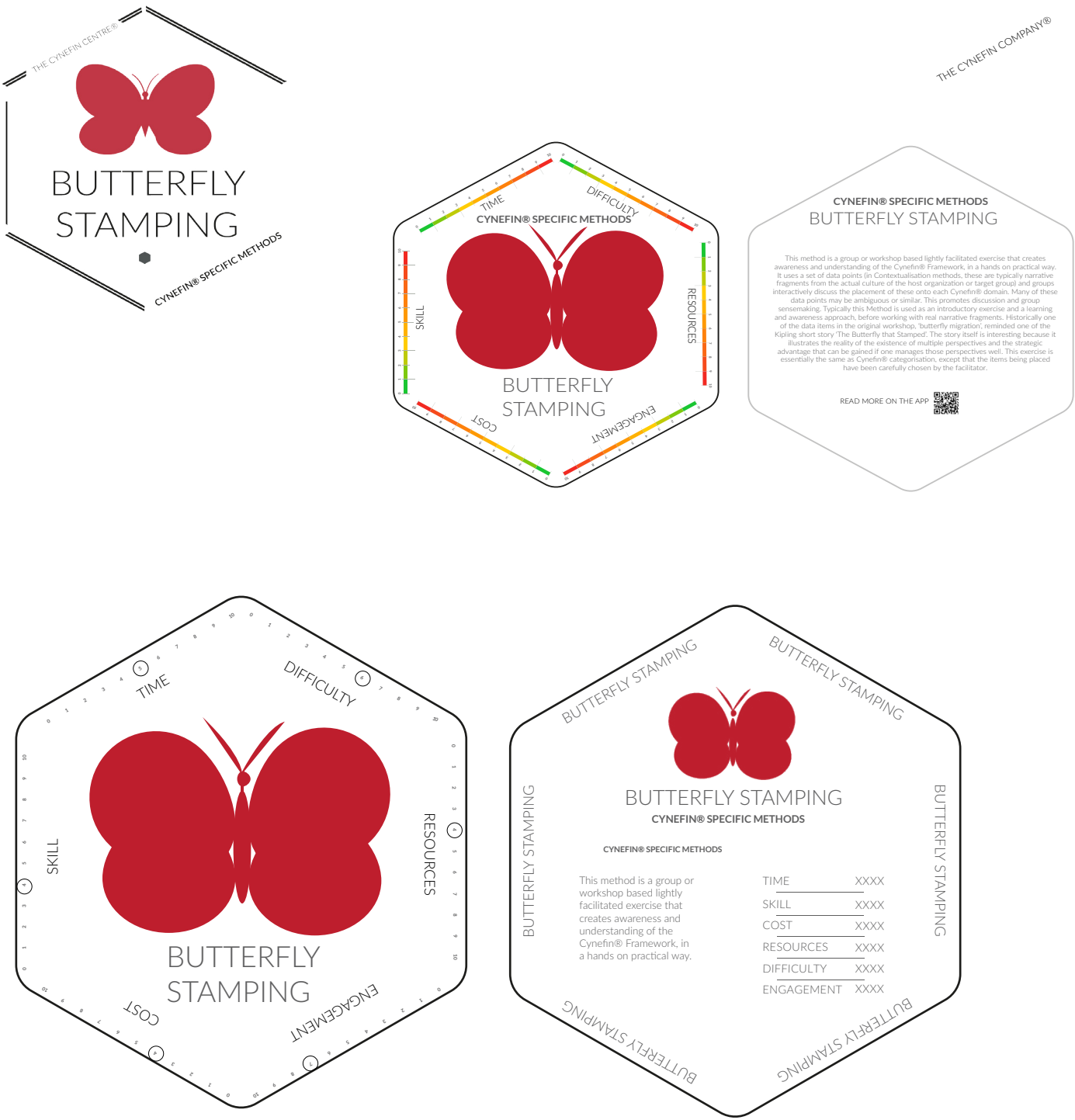
BACK

PHASE 2



DESIGN DETAILS

PHASE 3



PHASE 4



OUR METHODS

MATERIALS

Cynefin and SenseMaker® Methods

Main Methods

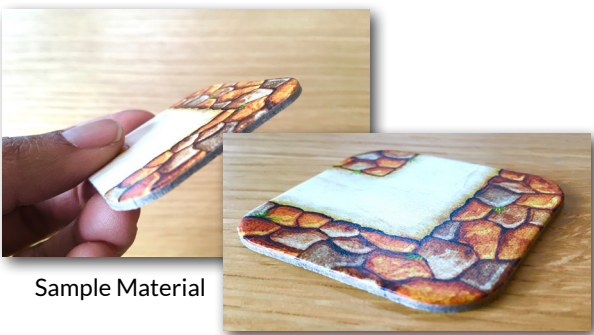
To include Cynefin Specific and SenseMaker®

For the main method cards - the pieces, will come in a 2mm thick grey board - printed & laminated both sides and cut to shape with rounded edges to achieve a good finish.

125 per set

25 pieces x 2

25 pieces x 1



Sample Material

Blank Pieces

Blank re-usable cards

White board laminate printed on 2mm thick grey board cut to shape with rounded edges. The sample for this is on it's way, please see example of white board material in the interim.

50 pieces blank - reusable



Process Cards

Process cards will also be included in the kit.

These will be made of a clear acrylic and will be etched and will include, but are not limited to: A two way arrow card, a stop and assess card, linkage card and a authorisation card.

4 types x 5

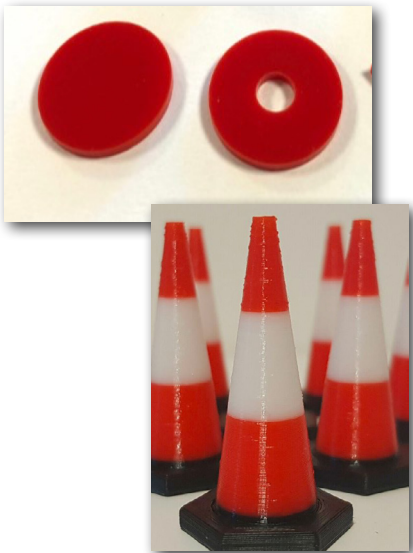
Counters, Spacers & Cones

To include Hoop, Spacer and Cone

Disc: Custom Made Disc 35mm Dia x 3mm thick Acrylic

Hoop: Custom Made Hoop 35mm dia with 1cm hole 3mm thick Acrylic

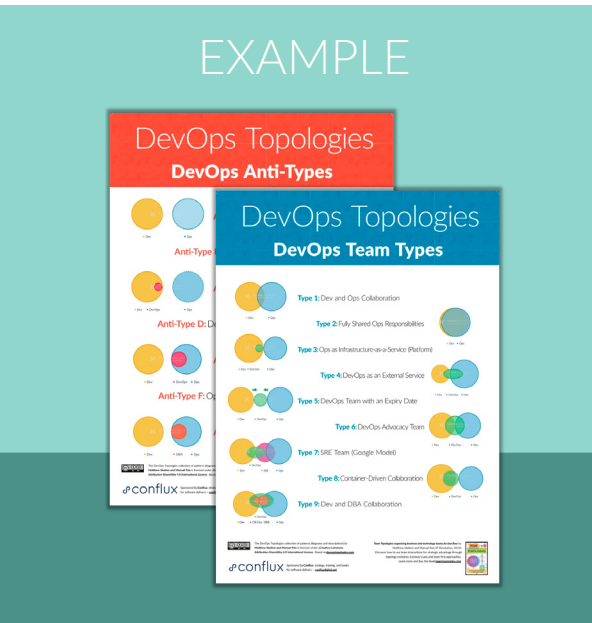
Traffic Cone: 3.9 tall x 2.1 hexagonal base - Striped multiple colours available



Sample material

Board/poster

All method kits will come supplied with a plain A2 sheet with hexagon shapes to help with assemblage. This will be 170gsm A2 bi-folded into A4 for easier delivery and packaging.



LET US KNOW IF YOU HAVE ANY QUESTIONS OR SUGGESTIONS..

EXPANSION PACKS

... COLLABORATION

THE OPPORTUNITY



Collaborate

The methods kits are still in development, collaborate with us on expansion packs and ideas.



Development

Make decisions on materials, card design and additional kit items.



App Development

Add your methods, concepts and projects to our app.



Online Marketing

Tap in to our market and customers - expansion packs will be sold on our websites.



YOUR IDEAS, OUR DISTRIBUTION

Tap in to our network and collaborate with us on expansion packs. You provide the content - we'll do the rest.

PRODUCT OVERVIEW

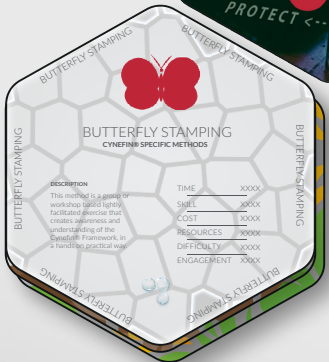
A core set of 50 Cynefin methods with extension packs to cover the over 200 methods and tools available including new approaches such as constraint mapping and assessments against the new EU Field Guide

> Our approach

Here is an overview of our current product offering.

The products displayed in teal are the projects we invite you to collaborate with us on. These will be sold as extension packs where you can have a full kit of your own methods or add to our disruptive packs that will include quotes, sketches, symbols or any new ideas you might bring to this..

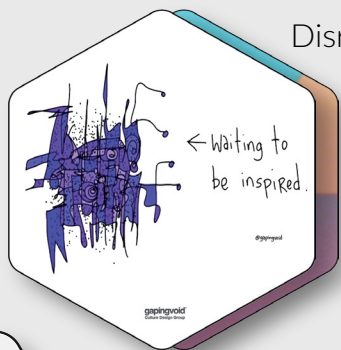
SenseMaker®



Cynefin methods



3rd party Methods
Multiple sub brands



Disruptive packs



Process



THE CYNEFIN CO
LIBERATE HUMAN POTENTIAL

Playing pieces



SenseMaker®

Cynefin Methods

Process Cards

Counters and Pieces

Disruptive Packs

3rd Party Methods

2mm thick grey board - printed & laminated both sides.

- Attitudinal mapping
- SenseMaker® journaling
- Mass situational assessment

2mm thick grey board - printed & laminated both sides.

- Cynefin specific
- Knowledge management
- Narrative methods
- Design & innovation
- Facilitation
- Generic sensemaking

3mm thick acrylic in hexagon shape. Etched with symbol

- Two way arrow
- Stop & Assess
- Linking cards
- Authorisation

Custom printed counters, loops and traffic cones.

- Custom Made Hoop
- Custom Made Disc
- Custom Traffic Cone

Uniquely designed cards
Option for standard or premium printing

- Quotes
- Sketches
- Symbols
- Opportunity for your own card/s

Uniquely designed cards
Option for standard or premium printing

- Template to follow
- Work with us on your designs
- Basic or luxury options for materials (see overleaf)

YOUR METHODS

MATERIALS

Option 1 - Standard

For the standard version of printing, cards will be printed on 400gsm card stock. These can be printed on both sides.

Depending on how you want these to be used, they can be made available as pop out shapes on A4 card sheets. Please see example of this below.



Option 2 - Premium

For the premium version, the pieces, will come in a 2mm thick grey board - printed & laminated both sides and cut to shape with rounded edges to achieve a good finish.

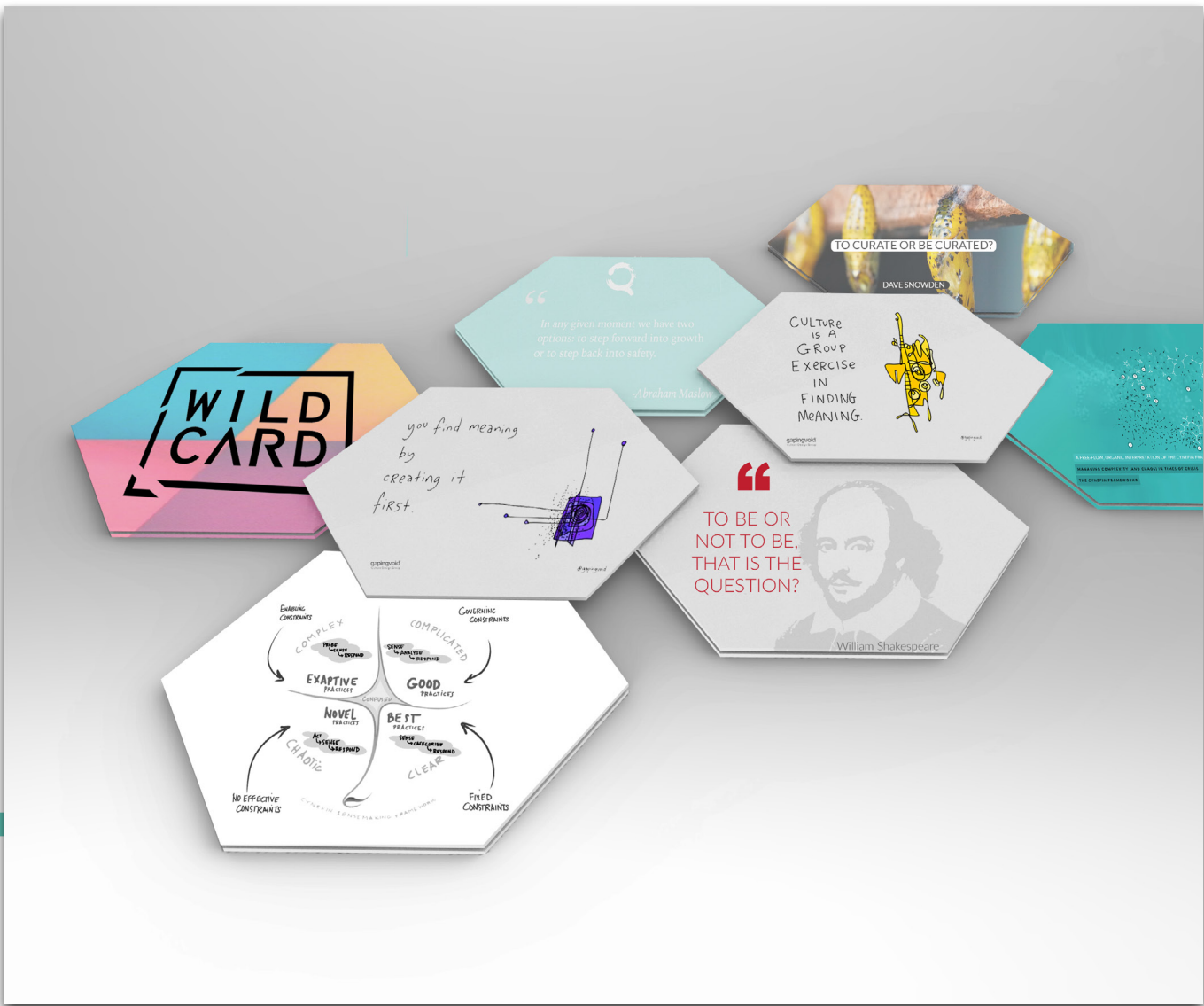
These will be of the same material as the SenseMaker® and Cynefin methods.



Sample Material

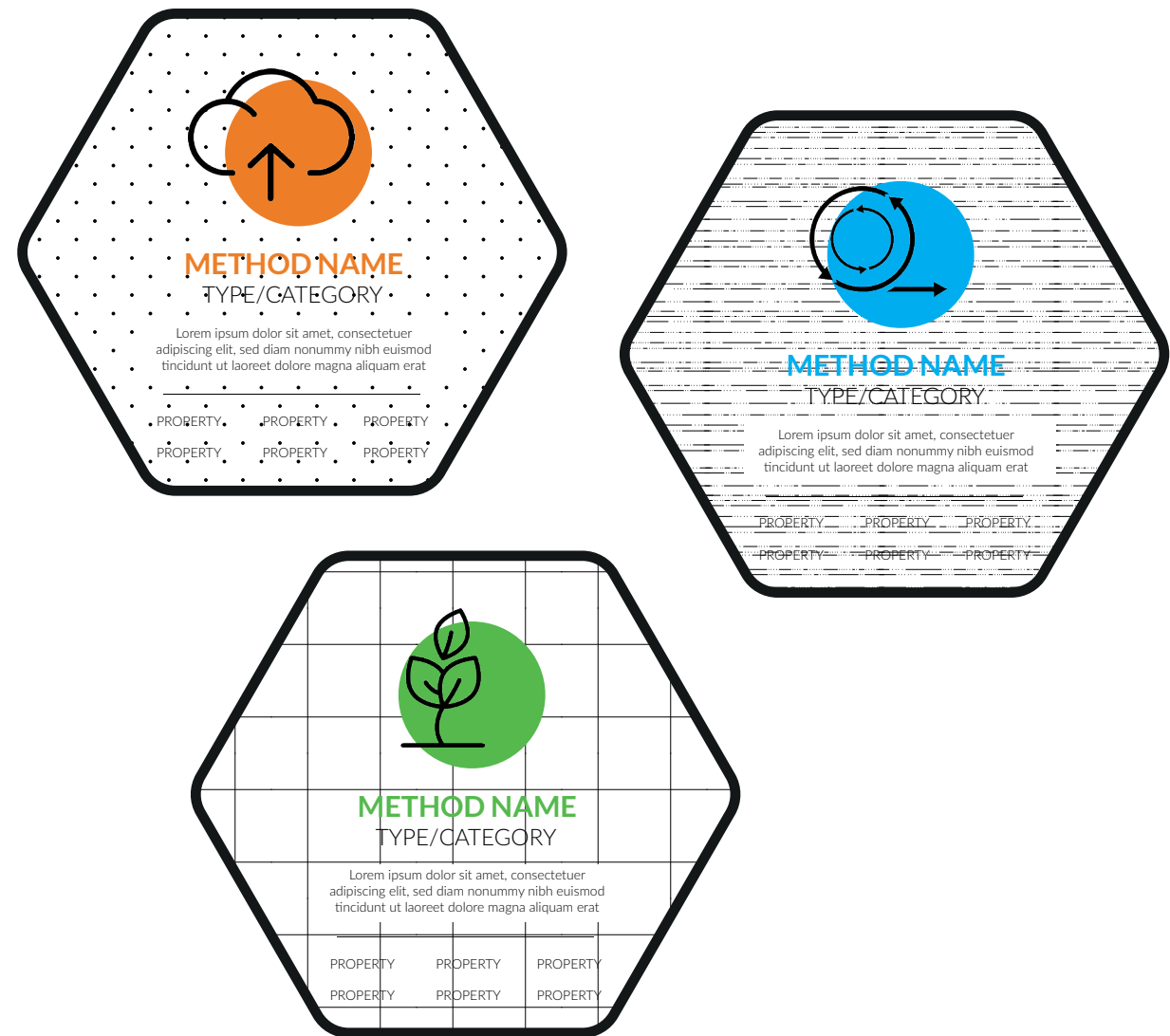
Example Card Designs

DISRUPTIVE PACKS



EXAMPLE CARD DESIGN

3rd Party Packs



Icon - Decide on a icon that best represents your method/concept/card or add your company logo!

Colours - Choose your coloured based on your brand guidelines. If you don't have these, we can help with this as an additional service.

Pattern- Choose your pattern from our large library and variations.

Templates

DISRUPTIVE PACKS

For us to get started on your bespoke card design. We will need the following information:

Card Specification: i.e. quote, image

Copy: Text for the card if applicable

Images: Images for your card if applicable

Please let us know if you have any additional materials to those listed above.

3RD PARTY PACKS

For us to get started on your bespoke card design. We will need the following information:

Icons/Imagery for the card: Please provide us with the imagery and/or icon for your card. If you don't have this, we can work with you to create something that suits your method.

Colours/brand guidelines: Please specify the colours you'd like to use. We suggest you keep to one colour to help identify your cards when mixed in with our methods, disruptive packs and other extension packs.

Pattern: Specify which pattern or imagery you'd like to use for this. Please provide us with examples and/or imagery you'd like to use for your specific pack/design/cards.

Method name:

Type:/Category:

Short description: i.e. a short description on who or what this method is used for. If printing on one side we suggest this section is replaced with the full method explainer and uses. Please try to keep this to a tweet length description (280 characters)

Properties: Any properties or skills needed for this method. These can be vectors or text.

Tweet length description (for back - if printing on both sides)
If not, you can use your company logo/branding.



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THANK YOU!

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E-mail: hello@cognitive-edge.com

Web : www.cynefincentre.com/