

Complexity Management



Helix Partnering with Cynefin in Complexity Management

Helix and our alliance partner The Cynefin Centre, a spin off from IBM, creates competitive advantage for our clients by applying proven Complexity Management methods to their business challenges driving organizational performance beyond the limits of traditional management practice.

Col`lab`o`ra`tion
n. The act of working
together; united labor.
Webster's Dictionary

What is Complexity Systems?

Complex Systems is a new field of science studying how parts of a system give rise to the collective behaviors of the system, and how the system interacts with its environment.

“Complexity is not an option

... especially when you are collaborating within social systems formed by people.” – Dr. Cindy Gordon, Founder & CEO of Helix

Adoptors of Cynefin Methods

- ◆ ABSA Bank
- ◆ General Motors
- ◆ Glaxo Smith Kline
- ◆ Government of Singapore
- ◆ IBM
- ◆ Motorola
- ◆ Syngenta
- ◆ U.S. Government
- ◆ Wal-Mart
- ◆ Westpac

Cynefin Applications

- ◆ Continuity Management – Developing continuity strategy to ensure that knowledge possessed by aging work force is captured and not lost.
- ◆ Leadership Development – Helping client identify and develop leadership talents using complexity management techniques.
- ◆ Marketing Insights – Emerging complex market patterns and customer dynamics overseen by traditional market research approaches, e.g., focus groups.
- ◆ Policy Formulation – Bringing effective narrative capture methods to integrate views of various stakeholders to increase sense-making in developing global or national policies.
- ◆ Other applications include:
 - Competitive Analysis
 - Enterprise Architecture
 - Innovation Acceleration
 - Identity Marketing
 - Mergers and Acquisitions
 - Transformational Change
 - Product Development
 - Weak-Signal Detection
 - Workforce Effectiveness

Benefits of Engaging Helix/Cynefin in Complexity Management

- ◆ We provide our clients with expert guidance for their specific situation, with consistent and disciplined performance.
- ◆ Our engagement approach is simple and effective. We execute engagements that complement our clients' capabilities, where we collaborate to achieve your priorities.

Cynefin Complexity Management Suited Toolkits

Narrative is the most significant innovation in Knowledge Management that allows knowledge to be stored as a staging post between experiential and explicit forms, and is best suited for managing complex systems.

Narrative techniques allow the symbiosis of human and machine intelligence and will increasingly replace qualitative techniques in market research, employee satisfaction surveys, impact measures, etc.

Narrative allows serendipitous search that can complement taxonomic search and allow Just-in-Time Knowledge Management techniques to be applied.

Example: Narrative Creation from Interactive Website



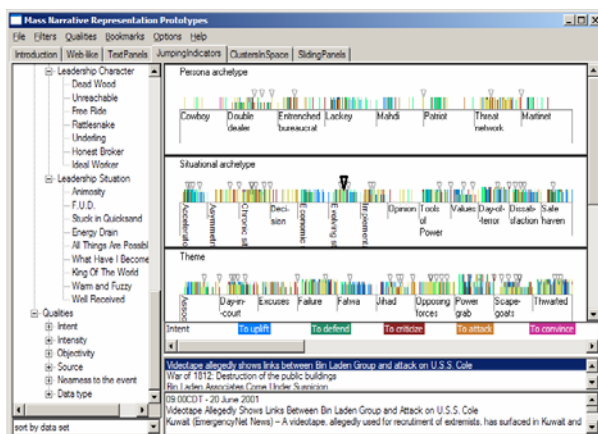
Students who have visited the museum have the chance to select one or more out of eight topics to tell their own stories.

After telling a story, they index the story by themselves to show the relevance of the story to the indexes.

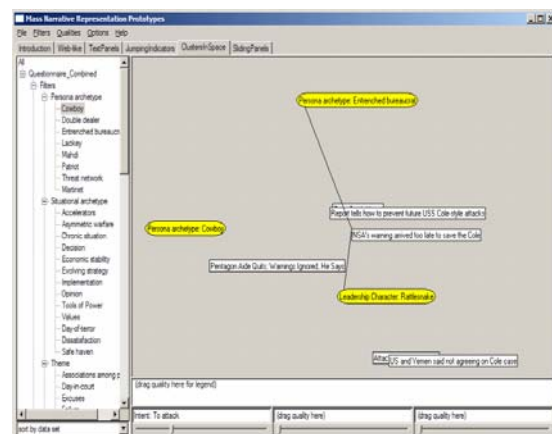


Narratives can also be created from documents, interviews, etc., and indexed.

Examples: Making Sense of Created Narratives



The user can look at data indexed to any of the filters or qualities as little "blips" along a "graph line". This prototype is best for moving through the data without forethought.



The user drags filters to a "space" and looks at how sense-making items cluster in the space as they are attracted to any number of different filters. As the user drags a filter, the attached items "follow" it, creating a dynamic visualization of connectedness that reveals new insights or identifies patterns not easily detected.