$#!T JUST GOT COMPLEX

BROUGHT TO YOU BY THE BUCKET BRIGADE

a manifesto (of sorts)
RIDDLE ME THIS ...
IF THE WORLD IS TRULY MORE CONNECTED AND COMPLEX THAN EVER BEFORE ...

HOW DO BUSINESSES PROSPER IN AN EVEN GREATER COMPETITIVE CLIMATE?
IF GOVERNMENTS AROUND THE WORLD ARE ENTERING AN AGE OF AUSTERITY

HOW DO OUR LEADERS UNDERSTAND THE SYSTEMIC IMPLICATIONS OF THE DIFFICULT CHOICES THEY’RE MAKING?
AND HOW DO WE UNDERSTAND THE WORLD WELL ENOUGH TO LEAVE IT AN EVEN BETTER PLACE THAN WE FOUND IT?

WON'T SOMEONE THINK OF THE CHILDREN?!
IF THE CHALLENGES WE FACE ARE MORE COMPLEX AND INTERCONNECTED THAN EVER BEFORE ...

WE NEED A NEW MODEL FOR PROBLEM SOLVING.
Beyond Devices
Beyond Borders
Beyond Beliefs

Twenty-first century solutions will have to extend to solve twenty-first century challenges.
SOCIAL ORGANIZATION, FROM THE CORPORATE SILO TO THE NUCLEAR FAMILY, IS A PROBLEM SOLVING STRATEGY. THE COMPLEX CHALLENGES FACING US AHEAD DEMAND WE WORK TOGETHER IN NEW WAYS.
In the twenty-first century, tribes are a dangerous model for social organization if social organizations are to solve real problems.
Slogans, not solutions, spread within tribes because the survival of the group is valued over problem solving.
LONG-TERM SURVIVAL IS NO LONGER ASSURED AT THE COST OF ALL OTHERS.
“NO LONGER CAN ANY INDIVIDUAL NATION COLLAPSE. WORLD CIVILIZATION WILL DISINTEGRATE AS A WHOLE. COMPETITORS WHO EVOLVE AS PEERS COLLAPSE IN LIKE MANNER.”

– Joseph A. Tainter
The recent housing crisis demonstrated with cascading destruction just how interconnected and interrelated all of industry and humanity truly is.

Twenty-first century problems will continue to elude twentieth century solutions.
WHAT’S OUR MISSION?

TO SOLVE THE WORLD’S MOST MASSIVELY COMPLEX CHALLENGES

CHALLENGES THAT WILL REQUIRE COLLABORATIVE PROBLEM SOLVING AND A COMMON UNDERSTANDING OF HOW A MORE COMPLEX WORLD WORKS
AND WHAT’S OUR STRATEGY?

TO DEVELOP A NETWORK OF TWENTY-FIRST CENTURY PROBLEM SOLVERS

ARMED WITH A COMMON UNDERSTANDING OF HOW TO COMPREHEND, COMMUNICATE, AND CONFRONT COMPLEX CHALLENGES
We’re developing a guidebook that will help you make sense of a more connected & complex world.

To establish a common understanding, introduce new tools, and spread a fundamentally broader understanding of the challenges you face both personally and professionally.
AND WHAT THEN?

USE YOUR NEWFOUND UNDERSTANDING AND OUR NETWORK OF PROBLEM SOLVERS TO MAKE THE WORLD AROUND YOU A BETTER PLACE

ONCE WE SHARE A COMMON UNDERSTANDING AND THE ABILITY TO CONNECT, THERE’S NO LIMIT TO THE CHALLENGES WE CAN FACE TOGETHER
WAIT A MINUTE. WHAT DOES THAT LOOK LIKE?

IN THE FUTURE, UNDER HYPOTHETICAL AND SIMPLIFIED CIRCUMSTANCES
WELL, WE’D NEED A CHALLENGE.

LET’S SAY THAT WE NOTICE RETIREMENT INVESTING AMONG FAMILIES IS AT AN HISTORIC LOW.
FIRST, WE BEGIN BY MAPPING THE SYSTEM

THIS IS CALLED A CAUSAL LOOP DIAGRAM, AND IT’S JUST ONE OF THE TOOLS THAT WILL HELP YOU UNDERSTAND A MORE CONNECTED & COMPLEX WORLD

- Expectations of the Future
- Discretionary Income
- Retirement Investing
- Health of the Family
- Clarity of Options
WE WANT TO CONNECT THE DOTS BETWEEN OUR OBJECTIVE AND ITS INFLUENCES

AND HOW THESE ELEMENTS INTERACT WITH ONE ANOTHER TO FORM THE STRUCTURE AND BEHAVIOR OF THE OVERALL SYSTEM

ABOUT THE MAP: The lines show how one element may be related to another, and the letters ‘S’ and ‘O’ describe how they affect each other. S for Same, O for Opposite. For example, here we think as the health of the family increases, so will the likelihood of retirement investing. So these elements move in the same direction.
UNDERSTANDING THE SYSTEM ALLOWS US TO IDENTIFY POINTS OF LEVERAGE

TWO GOALS HERE: TO IDENTIFY MULTIPLE PRESSURE POINTS INSTEAD OF A SINGLE FOCUS, AND TO STUDY THE SYSTEMIC IMPLICATIONS OF ANY CHANGE WE INTRODUCE
NEXT, OUR NETWORK GENERATES A SUITE OF SOLUTIONS FOR EACH LEVERAGE POINT

FROM THAT MOUNTAIN OF IDEAS, WE CULL UNTIL WE DESIGN AN ELEGANT PROGRAM OF SOLUTIONS TO ACHIEVE OUR OBJECTIVE
AND THOSE SOLUTIONS THAT ARE ENACTED AND PROMOTED WILL BE BRANDED ALIKE

SO THAT REGARDLESS OF AUDIENCE, GOVERNMENT/COMPANY/CITIZEN, IT’S UNDERSTOOD THAT ALL SHARE A COMMON GOAL AND EACH REQUIRE PARTICIPATION
Finally, as our solutions are tested in the real world, we’ll measure their performance.

We’ll do our best to keep an eye on the entire system, to catch any new trends or unintended consequences early in their development.
THIS IS HOW THE MOST MASSIVELY COMPLEX CHALLENGES OF THE FUTURE WILL BE SOLVED.

THROUGH THE COLLABORATION OF PROFESSIONALS WHO SHARE A COMMON UNDERSTANDING, VISION, AND FUTURE.
TODAY, WE’RE PREPARING THE FIRST STEP OF THIS VISION – A GUIDEBOOK* THAT WILL ...

- GIVE YOU THE TOOLS AND KNOW-HOW TO FACE COMPLEX CHALLENGES IN YOUR OWN LIFE
- GRANT YOU ACCESS TO A NETWORK OF PROBLEM SOLVERS TO SHARE THEIR EXPERIENCE AND EXPERTISE
- ESTABLISH A COMMON UNDERSTANDING BETWEEN FUTURE MEMBERS SO THAT WE CAN SOLVE THE MOST MASSIVELY COMPLEX CHALLENGES TOGETHER

* BOOK IS POTENTIALLY A QUAIN'T WORD OF YE OLDEN TIMES FOR WHAT'S IN MIND.
BUT WAIT, THERE ARE TWO WAYS TO START PARTICIPATING RIGHT NOW.
IF YOU SUPPORT OUR VISION, PLEASE LET US KNOW.

Sign-up using our web form to get updates on the progress of the guidebook and the network. The book will help you see past what H.L. Mencken called, the “simple, easy to understand, wrong answers” of complex problems by developing your understanding of complex systems and systems thinking.

ALSO, TELL US WHAT WE SHOULDN’T OVERLOOK.

Use our web form to suggest topics that should be covered in the upcoming guidebook. Specifically, tell us about systemic challenges you face, experts you might know, or case studies that are relevant to our topic.
FOUNDERS OF THE BUCKET BRIGADE
