

Pitching BIG IDEAS for BIG PROBLEMS

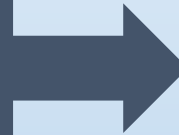
**THE BIGGEST HUMAN PROBLEMS ARE
THE BIGGEST COMMERCIAL OPPORTUNITIES**

Objectives



1

Become better at understanding and framing the problem you are addressing



System mapping

2

Become better at pitching your ideas



Engaging narratives

System mapping



Mapping stakeholders, behaviours, causes and effects around a specific problem

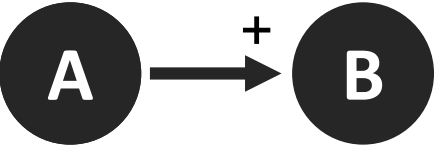
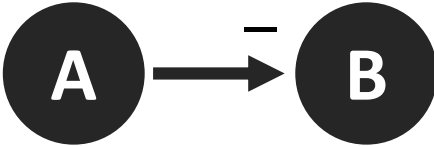
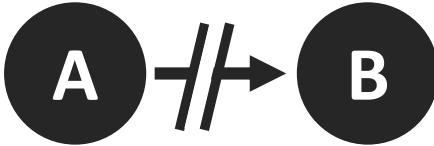
BY LOOKING AT ALL THE COMPONENTS OF A SYSTEM AND THE WAY THEY INTERACT, WE CAN UNDERSTAND FAR MORE THAN WE CAN BY LOOKING AT THEIR BEHAVIOUR INDIVIDUALLY

- Structured way to think about a problem and understand problem dynamics
- Unexpected connections, entirely new ways of solving a problem, at its root
- Shared understanding between stakeholders

Examples: traffic problem, waste

System mapping



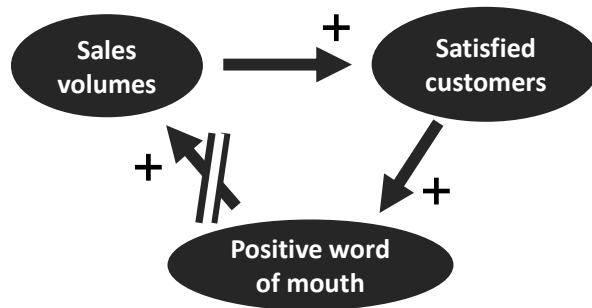
POSITIVE INFLUENCE	NEGATIVE INFLUENCE	DELAYS
 <p>“More of A leads to more of B”</p> <p>Examples: More spending on advertising leads to more sales.</p> <p>More production volume leads to higher operating expenditures.</p>	 <p>“More of A leads to less of B”</p> <p>Examples: More rainy days in summer lead to less sales of ice cream.</p> <p>More spending on software leads to less time spent on billing customers.</p>	 <p>“A changes B, but after some time”</p> <p>Examples: Deciding today to hire new staff will change staff numbers in a few months.</p> <p>A decline in sales this month will be reflected in inventories next month.</p>

System mapping

POSITIVE FEEDBACK LOOP

“The snowball effect”

Example: Word of mouth success



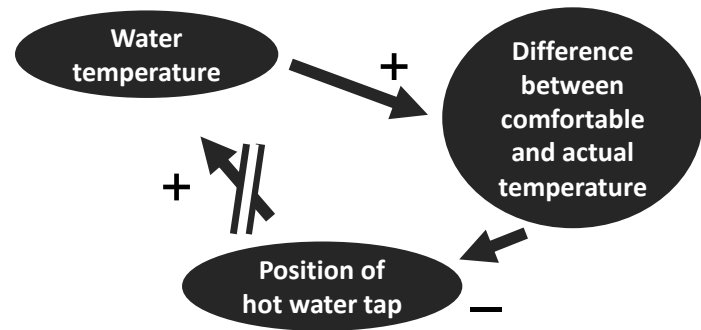
Description:

- More sales of a good product leads to more satisfied customers.
- More satisfied customers lead to more positive word of mouth to other potential customers.
- With some delay, this additional positive word of mouth leads to increased sales.

NEGATIVE FEEDBACK LOOP

“A self-stabilising loop”

Example: Shower temperature



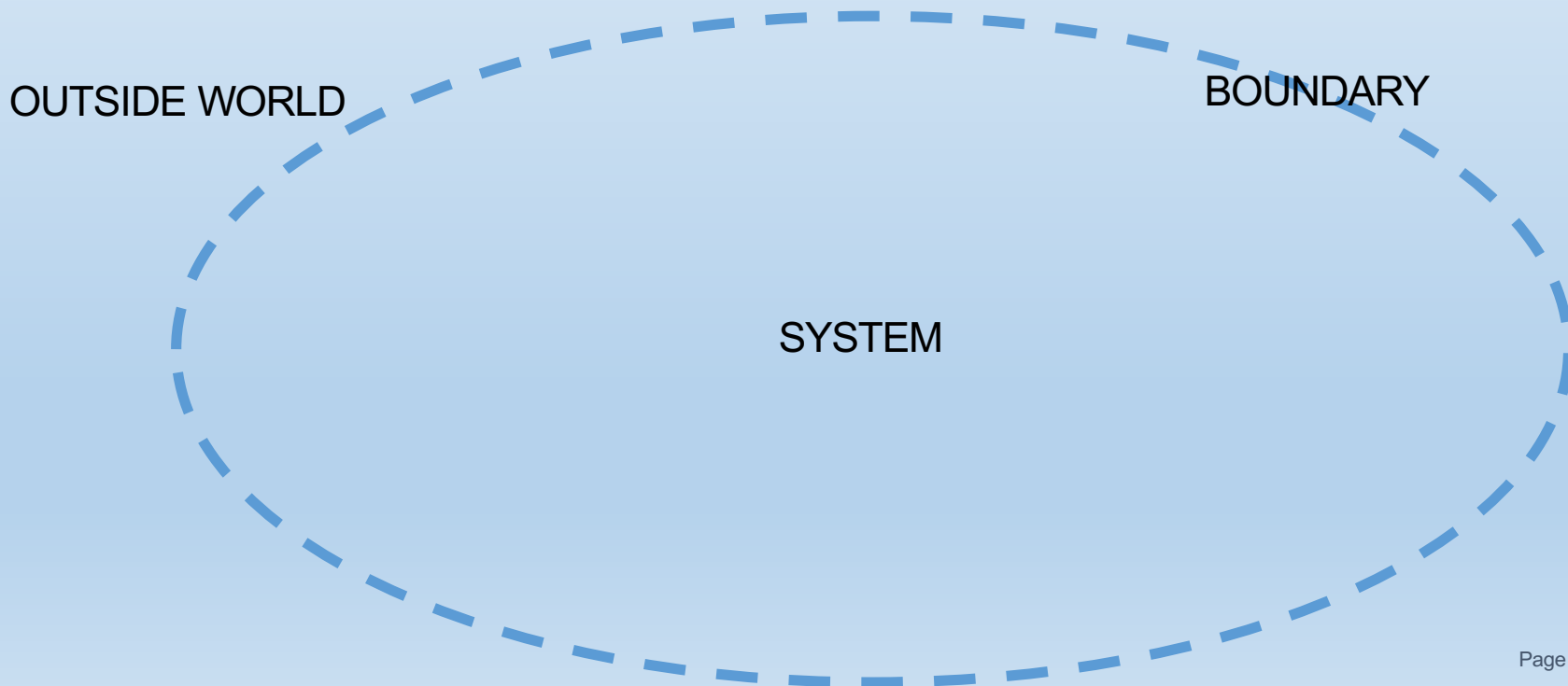
Description:

- Shower water has a certain temperature level.
- If the temperature is higher than the comfortable temperature level, then the person adjusts the hot water tap down.
- After a delay, this reduces the water temperature.

System mapping – How to...



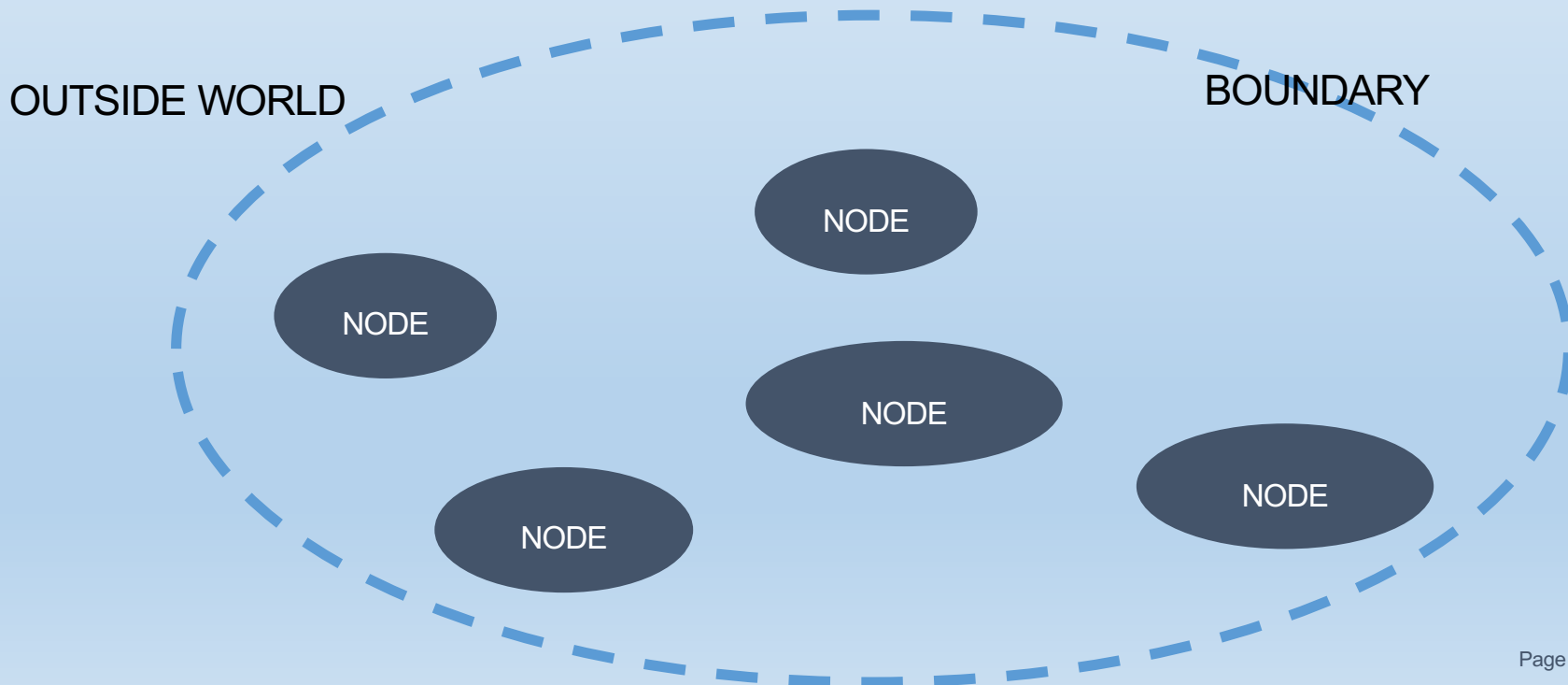
1. Define the system boundaries
2. Identify elements of interest / nodes and their relationships
3. Draw additional nodes and influencers
4. Review, test and refine
5. Use your map



System mapping – How to...



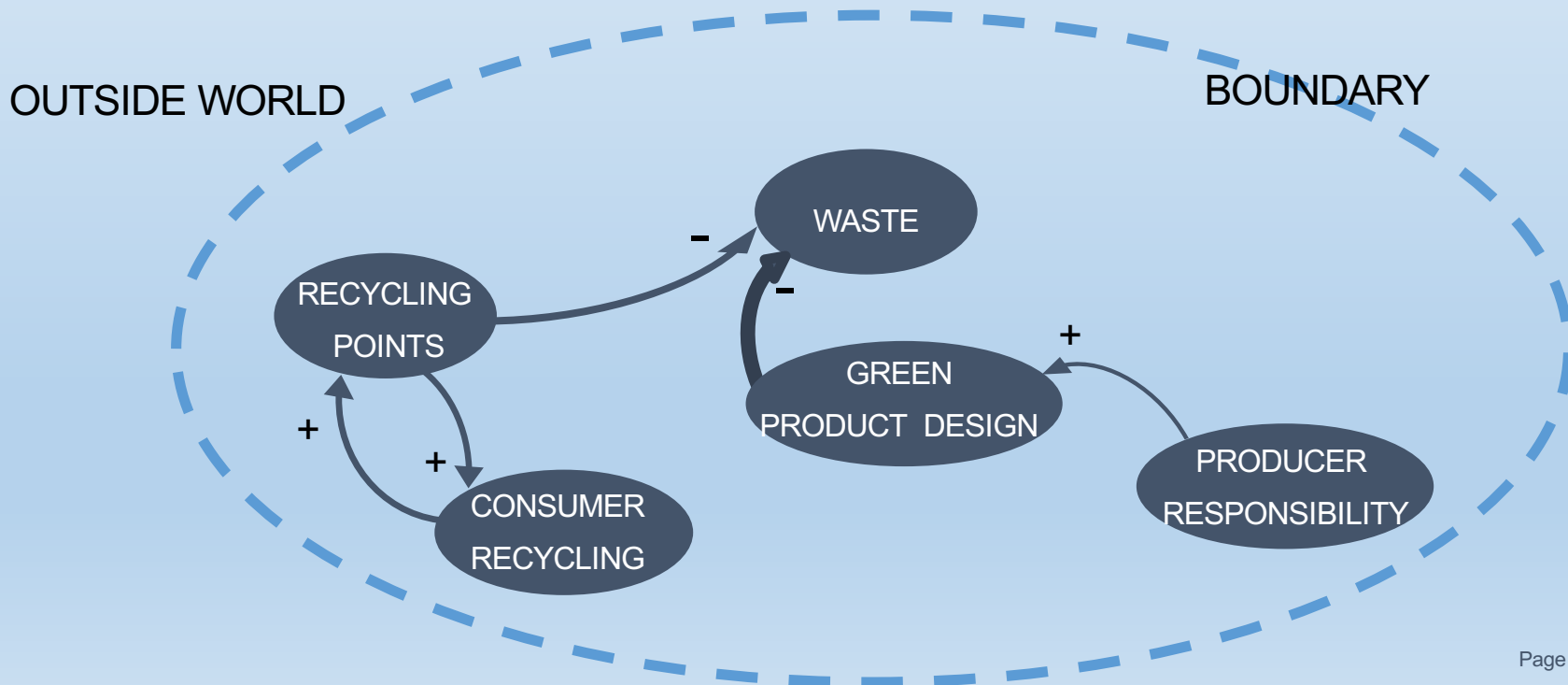
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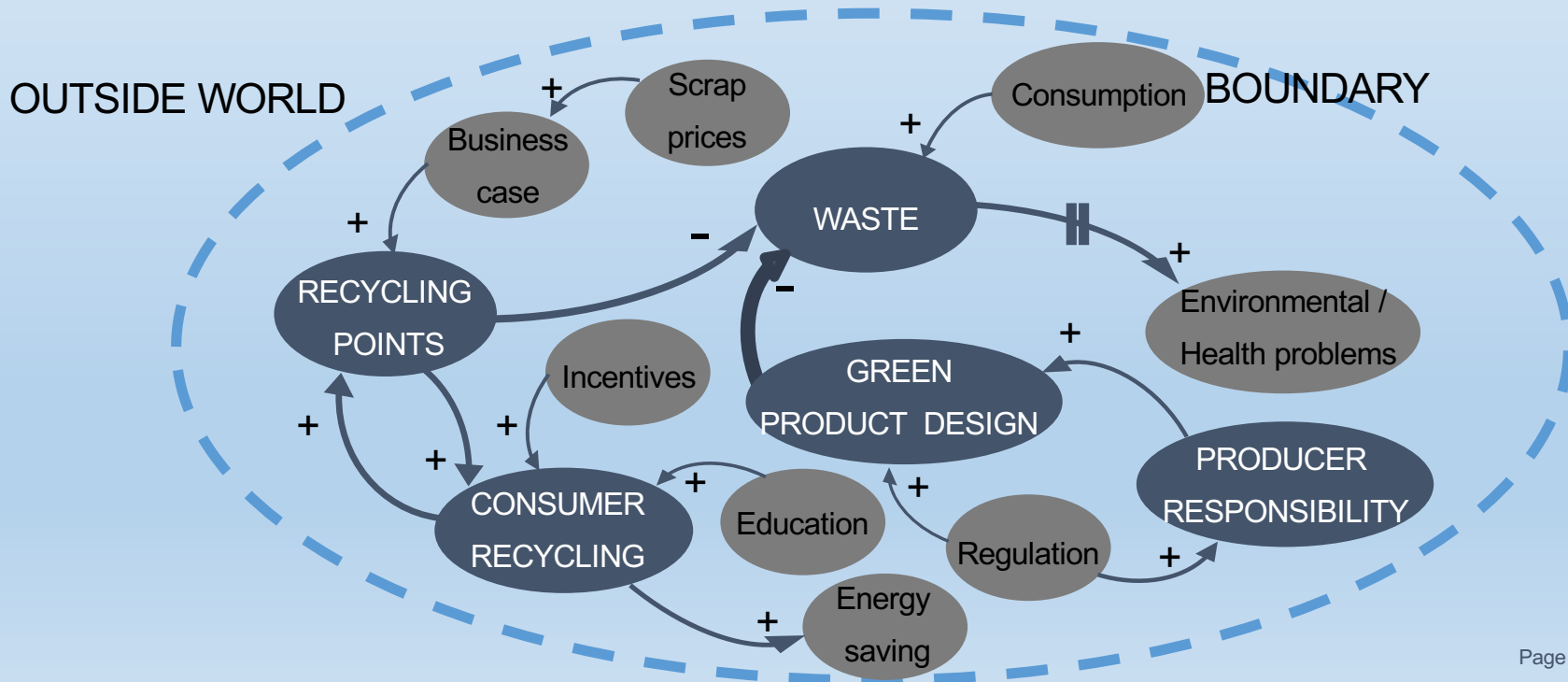
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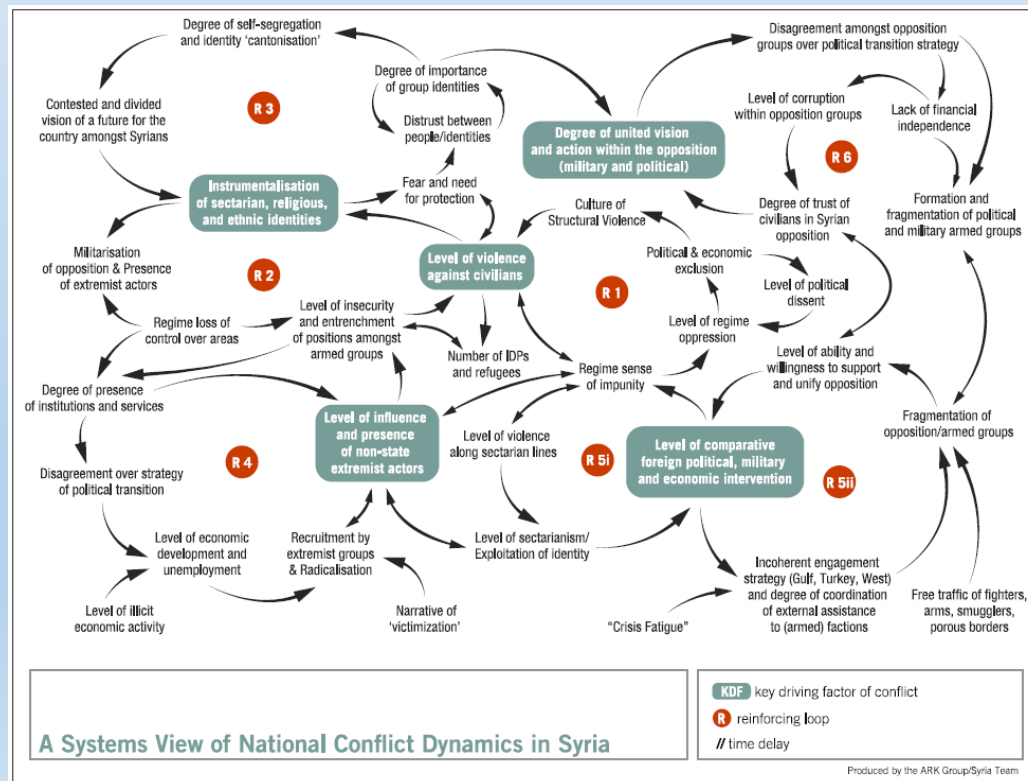
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System mapping – How to...



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Group work



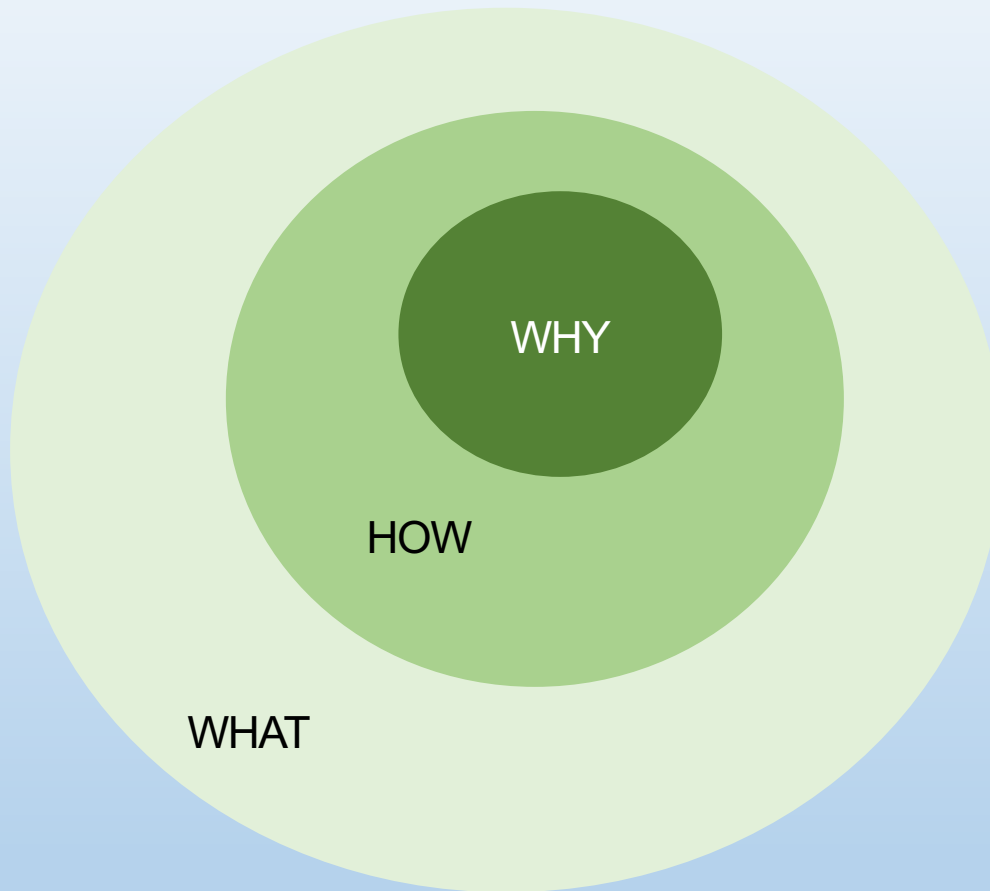
How to reduce drinks waste (aluminum cans, plastic bottles) in Thailand?

Develop the system map in groups of 5 persons (30 min)

Can Crusher Robot Video



Engaging narratives



1. Co-create, don't sell
2. What's in it for them?
3. Why-How-What

*"People don't buy what you do,
they buy why you do it"*

- Simon Sinek

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action



Thank you

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