Wicked Problems - Why We Don't Live in a Perfect World

Understand Complexity to stay adaptive for the complex problems facing our world today.
Adapt to complexity with insights from government, city design, leadership and corporations.

THE
GREAT ROOM

UNDERSTANDING WICKED PROBLEMS:
WHY WE DON'T LIVE IN A PERFECT WORLD

13 July 2023, 6.30PM - 8.30PM

Moderated by

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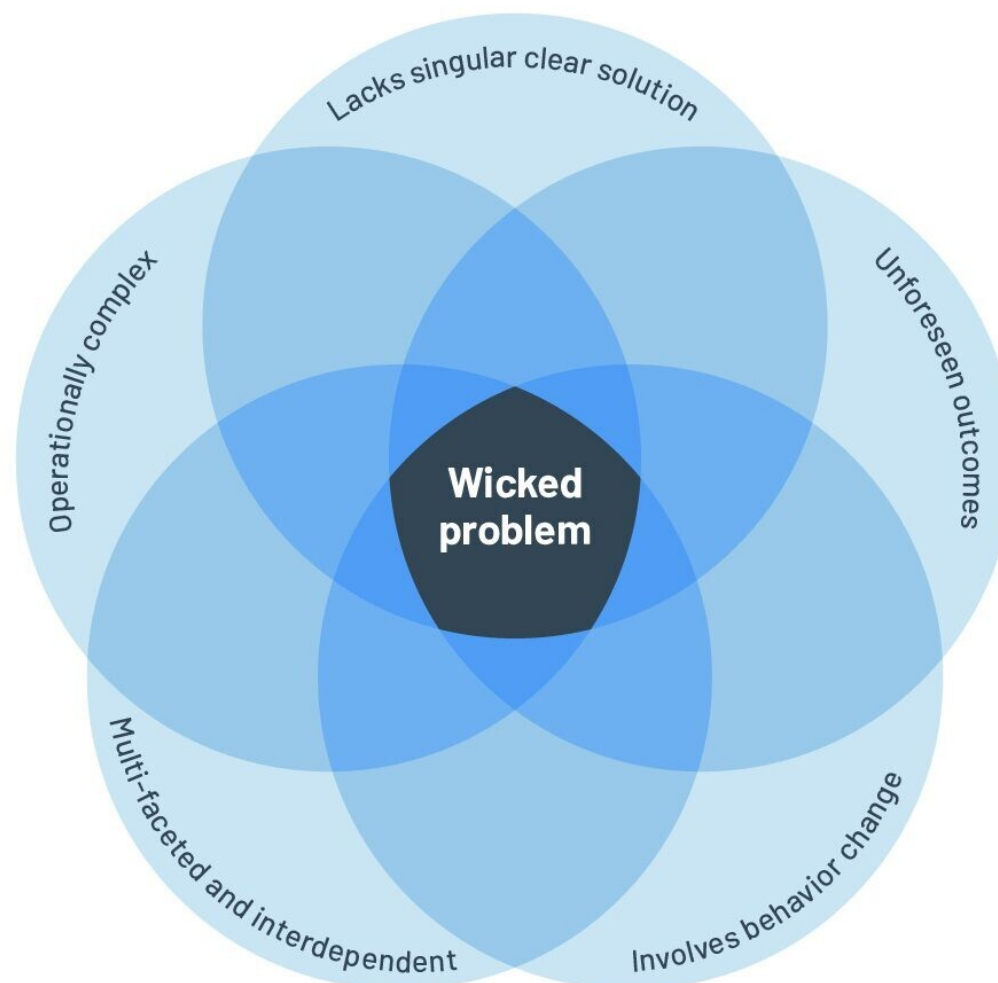
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Business as Complex Ecosystems

Businesses mirror natural ecosystems, with interconnected parts that adapt and evolve. Wicked problems arise from non-linear, unpredictable interactions within this complex system.

Embracing the view of business as a complex ecosystem can help in understanding, planning, and responding to change more effectively.

Traditional business models and strategies often fail to recognize the complex, adaptive nature of businesses. This results in a mismatch between strategy and execution.
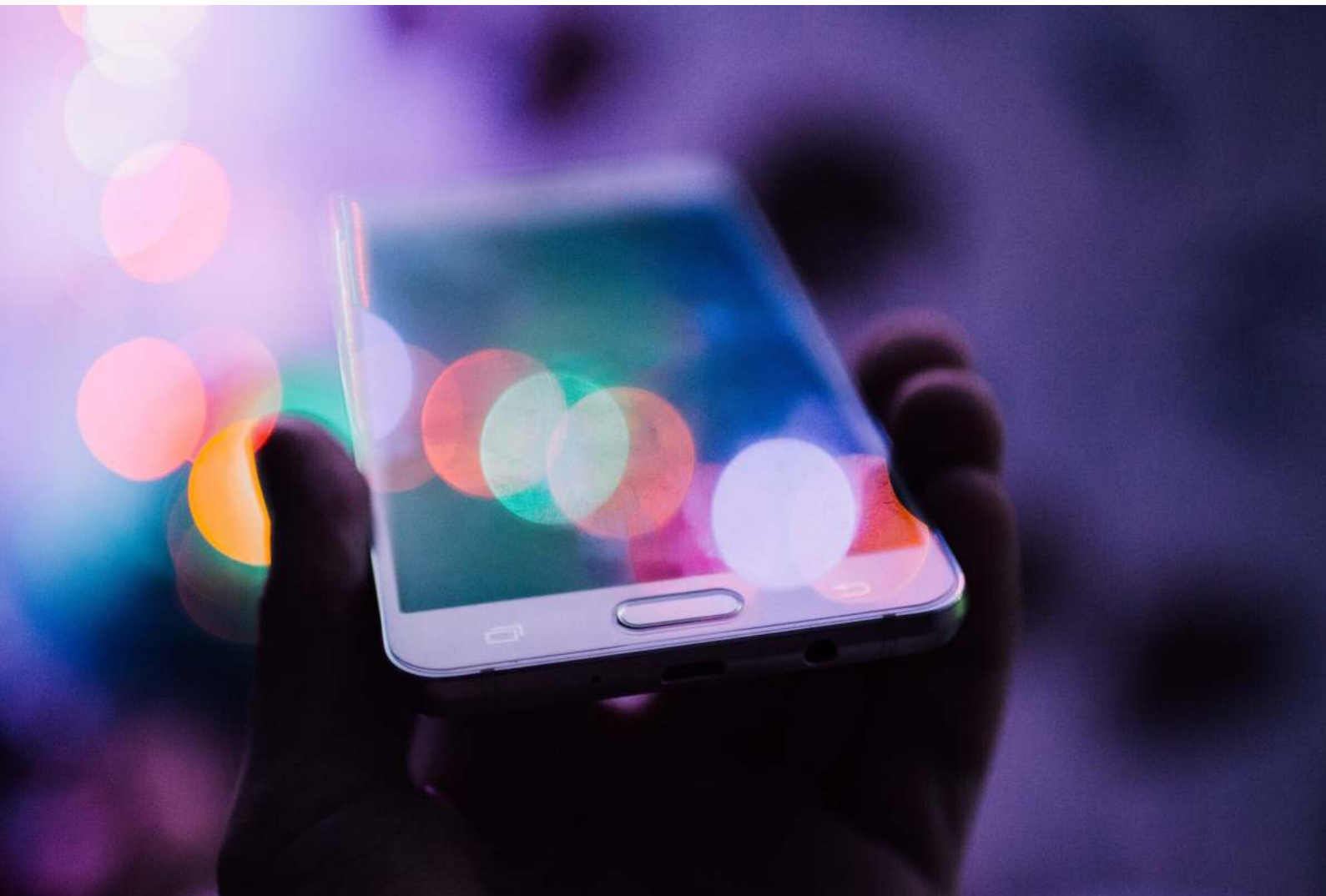

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Mapping Business Ecosystems

Business ecosystem mapping, similar to customer journey mapping, can help identify potential areas of conflict, alignment, and emergence of wicked problems. It helps visualize the interconnectedness and potential leverage points in a system.

A systemic understanding can help businesses anticipate changes, devise effective strategies, and manage complexity better.

Adapting the ecosystem mapping approach in traditional business settings is a challenge due to siloed thinking and linear problem-solving approaches.

Complexity Theory in Business Strategy

Complexity theory provides a new lens for understanding business dynamics and developing strategies that are adaptive and resilient, moving away from deterministic models.

Complexity theory helps businesses become more adaptable, innovative, and responsive to changes in the environment.

Incorporating complexity theory into business strategy and everyday operations is a challenge due to established traditional linear approaches.

Wicked Problems in Business

Wicked problems in business are complex, intractable, and have no definitive solution. They often emerge as a result of the complex interplay between various elements in the business ecosystem.

Recognizing and understanding wicked problems can enable businesses to devise strategies that are more holistic, sustainable, and adaptable.

The lack of definitive solutions and the complexity involved in addressing wicked problems present significant challenges.

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