

Systems Thinking

- As a **whole** and a **part**
- **Interrelationship**

- **MECE** boundaries
- Multiple **viewpoints**
- Level of **abstraction**

Why Systems Approach beneficial for entrepreneurs in global context?

Systems approach is

- to understand ***exactly what you need to do.***
- to provide a ***valid solution.***
- to ***leverage*** on existing solutions.
- to deal with ***complexity, scale, and dynamics.***
- to tackle ***domain free.***
- to ***design and implement*** your solution ***right.***

Systems Approaches we talk about today

- **Function and Physical Architecture**
 - function and physical viewpoints
 - functions and physical structures
- **Value Graph (upper half)**
 - purpose and alternative viewpoint
 - higher purposes and alternative ideas
- **Causal Loop Diagram**
 - cause-and-effect viewpoint
 - causes and effects
- **Customer Value Chain Analysis (CVCA)**
 - value chain viewpoint
 - stakeholders and their values

EOF