

SYSTEMS THINKING FOR BRAND DESIGNERS Q4 2023

SOURCES: R/GA, Organic Inc. and Accept & Proceed

ELECTRO

INTERCONNECTIONS

1	KNOW YOUR ECOSYSTEMS
<p>The role of the brand in its ecosystems; brand, digital and business.</p> <p><i>What role can your brand play as a catalyst for positive change?</i></p> <p><i>Ecosystem Mapping</i></p>	

EMERGENCE

2	CONNECT ALL THE ELEMENTS
<p>The magic when purpose, people, platforms and products all come together.</p> <p><i>How can you integrate these to create a connected experience?</i></p> <p><i>Brand Narrative and Journey Maps</i></p>	

LEVERAGE POINTS

3	FIND YOUR LEVERAGE
<p>The points where design can lead to significant, transformative effects.</p> <p><i>What are your leverage points, such as as a truth or frustration?</i></p> <p><i>Stakeholder Interviews and Ethnographics</i></p>	

CHAOS

4	EMBRACE UNCERTAINTY
<p>Complex systems, such as markets, are sensitive to a wide range of factors.</p> <p><i>Which past outcomes have been unexpectedly positive or negative?</i></p> <p><i>Scenario Planning and Risk Management</i></p>	

FEEDBACK LOOPS

5	ACTIVELY SEEK FEEDBACK
<p>Feedback informs choices about brand perception, innovation and trends.</p> <p><i>What are your current and potential feedback mechanisms?</i></p> <p><i>Surveys, Usage Data and Social Media</i></p>	

COLLABORATION

6	BUILD MORE NETWORKS
<p>Partners help to align with culture, solve problems, and be more sustainable.</p> <p><i>How can you build networks of like-minded people and parties?</i></p> <p><i>Co-creation Spaces and Digital Platforms</i></p>	

COHENSION

7	DESIGN FOR FLEXIBILITY
<p>A cohesive brand is unified, while allowing for iteration and flexibility.</p> <p><i>How can you better balance consistency and adaptability?</i></p> <p><i>Brand Archetypes and Brand Playbooks</i></p>	

ADAPTABILITY

8	STAY TUNED TO CHANGE
<p>Keep track of the trends and drivers that are changing behaviours.</p> <p><i>What trends are driving change in your category? Why?</i></p> <p><i>Trend Watching and Insight Safaris</i></p>	