## **SYSTEMS THINKING** FOR BRAND DESIGNERS Q4 2023

TERCONNECTIONS

## KNOW YOUR ECOSYSTEMS

The role of the brand in its ecosystems; brand, digital and business.

What role can your brand play as a catalyst for positive change?

Ecosystem Mapping

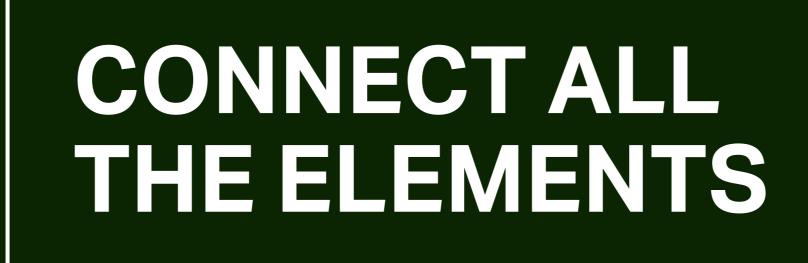
BACK LOOP

ACTIVELY SEEK FEEDBACK

Feedback informs choices about brand perception, innovation and trends.

What are your current and potential feedback mechanisms?

Surveys, Usage Data and Social Media



The magic when purpose, people, platforms and products all come together.

How can you integrate these to create a connected experience?

Brand Narrative and Journey Maps

OLLABORATION

6

MERGENCE

2

BUILD MORE NETWORKS

Partners help to align with culture, solve problems, and be more sustainable.

How can you build networks of like-minded people and parties?

Co-creation Spaces and Digital Platforms



## FIND YOUR LEVERAGE

The points where design can lead to significant, transformative effects.

What are your leverage points, such as as a truth or frustration?

Stakeholder Interviews and Ethnographics

**COHENSION** 

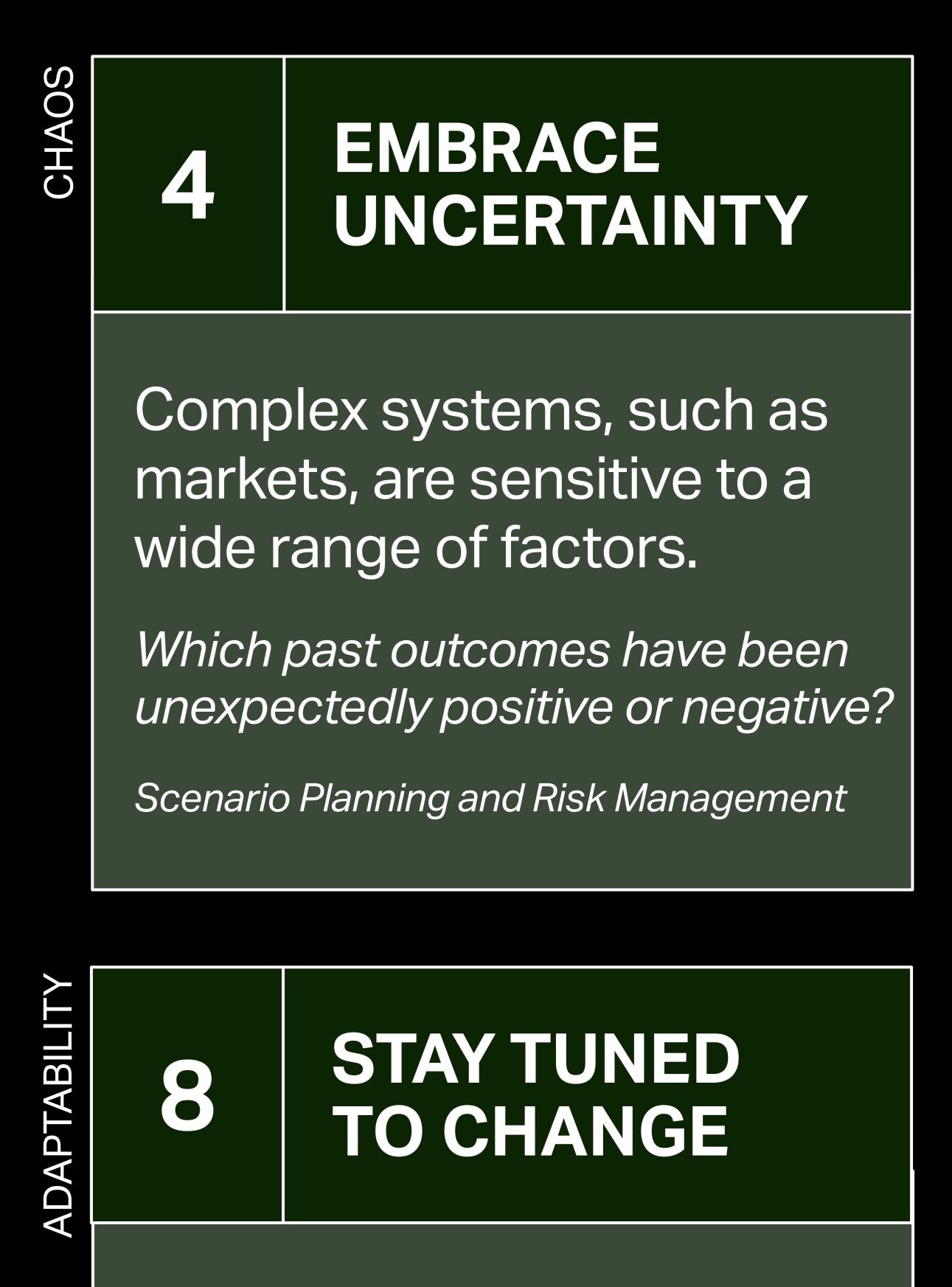
DESIGN FOR FLEXIBILITY

A cohesive brand is unified, while allowing for iteration and flexibility.

How can you better balance consistency and adaptability?

Brand Archetypes and Brand Playbooks

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



Keep track of the trends and drivers that are changing behaviours.

What trends are driving change in your category? Why?

Trend Watching and Insight Safaris