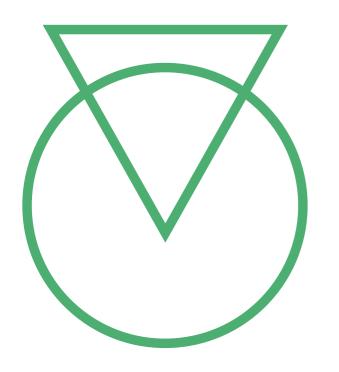
## $\bigcirc \oslash \oslash \oslash \oslash \oslash \oslash$



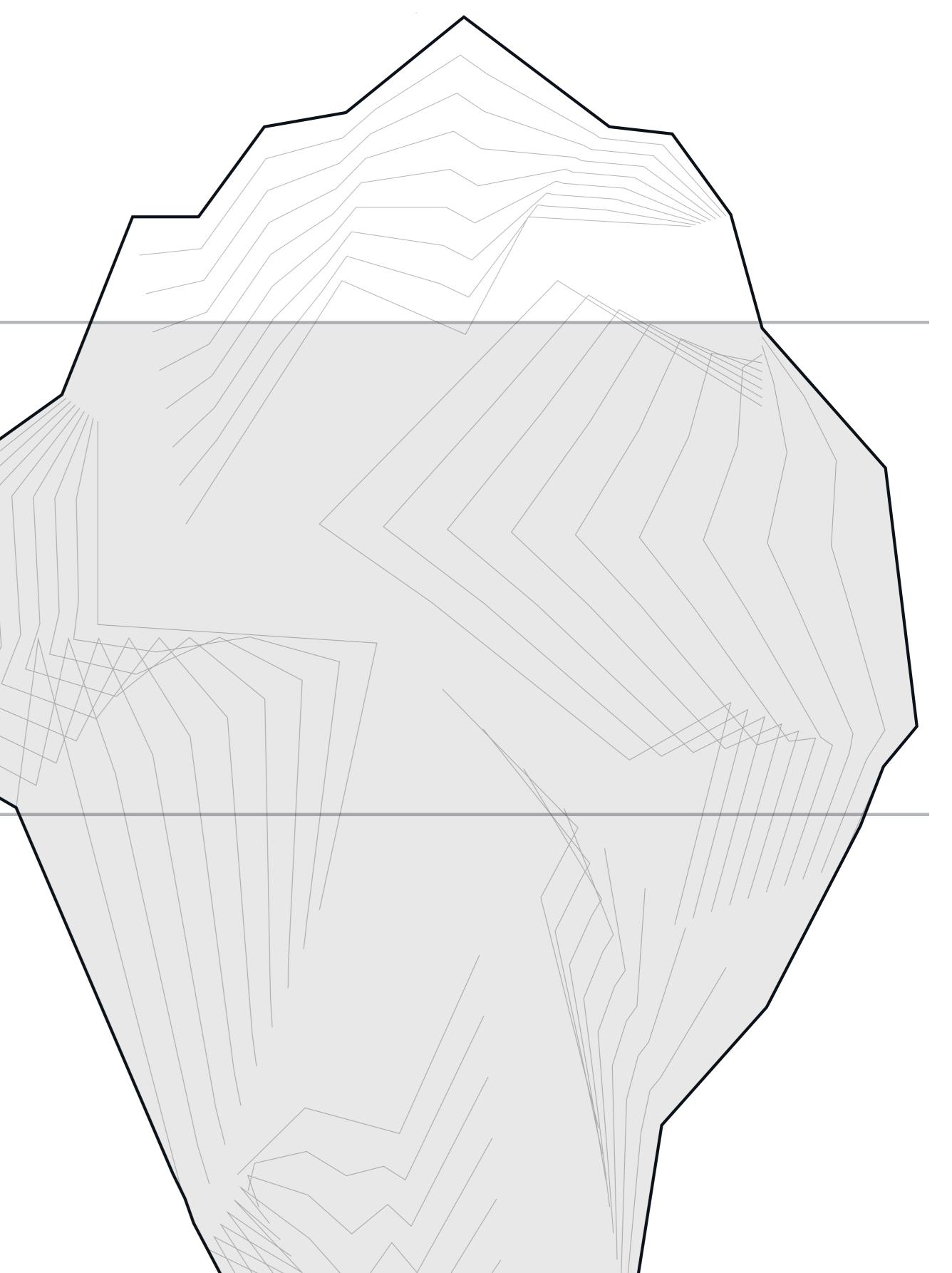
# RESEARCH HYPOTHESES

### Listening to the system

What are the hypotheses we want to verify?

#### LITANY (events and trends)

Start by listing facts and trends relevant to current issues and observations (as the litany) at the top of the iceberg.



#### **STRUCTURES & SYSTEMS** (underlying causes)

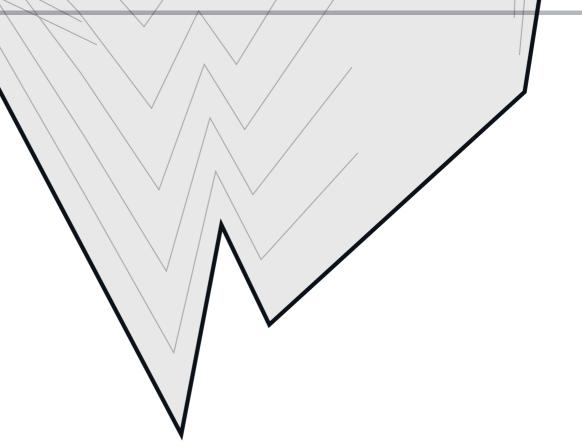
List causes that draw out the STEEP criteria: Social, Technological, Economic, Environmental, Political, as well as cultural-historical issues and evolutions.

#### WORLDVIEW & VALUES (paradigms)

Identify the values and worldviews that support the trend or legitimise the causes.

#### DEEP MYTHS (metaphors)

Articulate the myths and metaphors, the unconscious beliefs that maintain the system or are leading to change.





A collaboration between IKEA Social Entrepreneurship and Namahn