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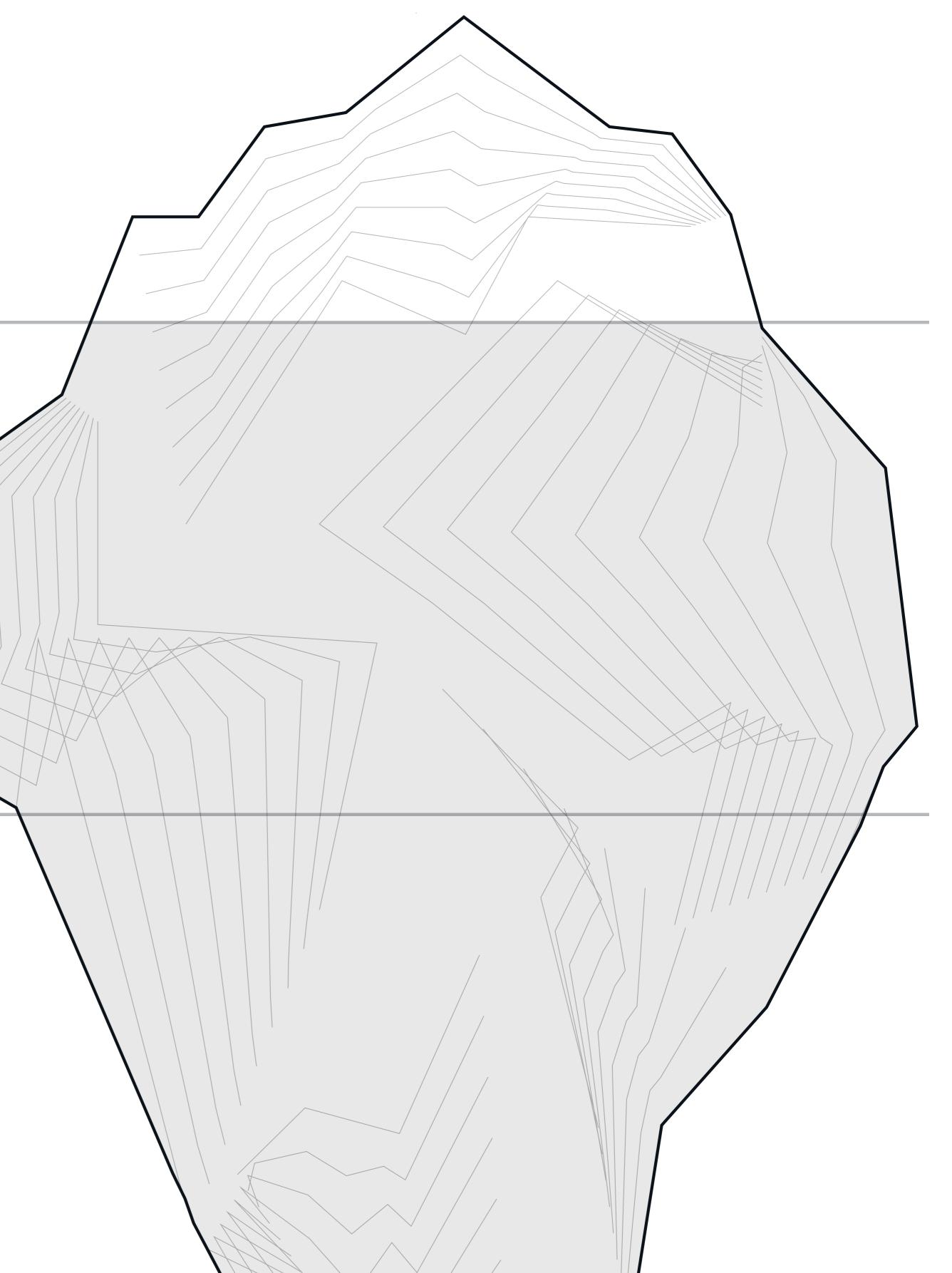
RESEARCH HYPOTHESES

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)

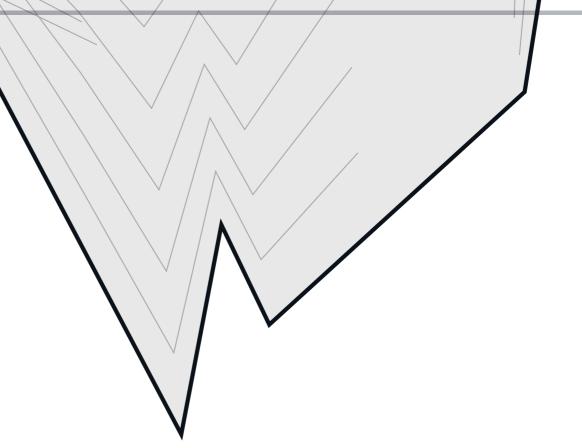
List causes that draw out the STEEP criteria: Social, Technological, Economic, Environmental, Political, as well as cultural-historical issues and evolutions.

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