

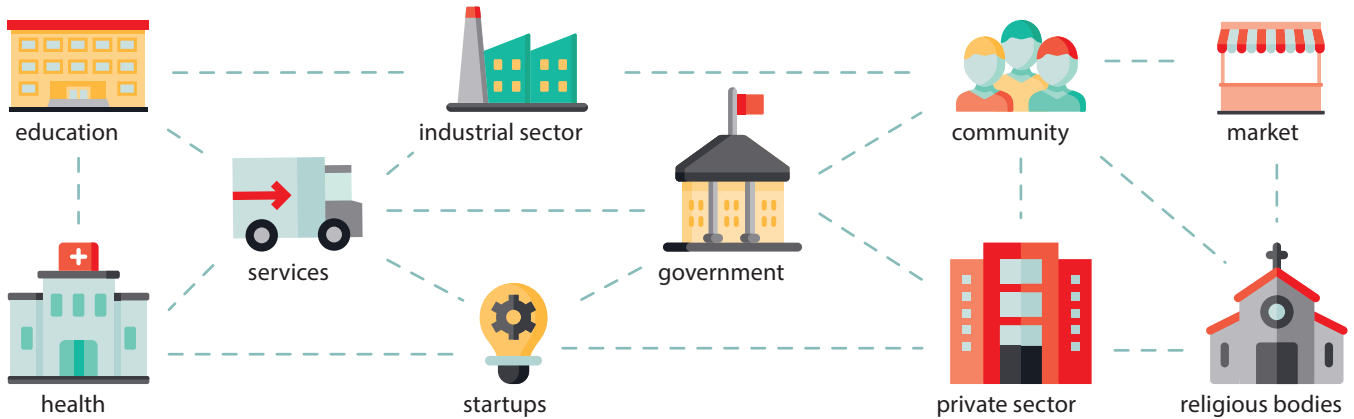


# How can you understand and tackle the complexity of the ecosystem you are in?

## TRACK 3

You are always influenced by the context you are in. Your environment plays a powerful role in deciding which laws, policies, funding, competitors, trends, cultural beliefs and investments that impact you and your sector. Each factor affects how your product or service will be perceived in the market.

The importance of mapping this system you live in is that it gives you the ability to identify your place - and your opportunity - within that environment. System design enables you to have a grasp on the patterns, stakeholders and ecosystem that impacts you, and to leverage opportunities and challenges within it to your advantage.



### How can you understand your system in depth in order to increase your impact?

The answer is: **by diving deep into a systems approach to your ecosystem!**

In this track, we will dive deeper into the Design Thinking steps we are calling *Setting the Scene* and *Research*.



Setting the Scene



Research



Ideation



Create and Test



Implement

### By following this track...

**You will gain** knowledge on systems design and design thinking that will support you to research and map your context in-depth. This will result in a comprehensive understanding of how different stakeholders and factors interact with each other, and of the gaps in these interactions.

**You will learn** practical tips for every step. For example, tackling the problem from a reversed perspective, challenging your own assumptions, and moving beyond the actors that are known to look at more "unusual suspects" involved.

**You will practice** a positive and constructive mindset - where you thrive in exploring the unknown, are open to the unexpected, and able to find value in the perspectives of others.

### What can you expect?

Within this track, you will be taken through a learning journey that provides you with steps, tips and practical tools that you can apply yourself. The journey steps can be adapted and integrated to your own planning and milestones.

#### This track contains:

- A video tutorial
- An exercise to get you into the right state of mind
- An introduction to Rose, an innovator and design thinker who will walk you through this track
- A step-by-step learning journey, including ready-to-use tools and practical guidance