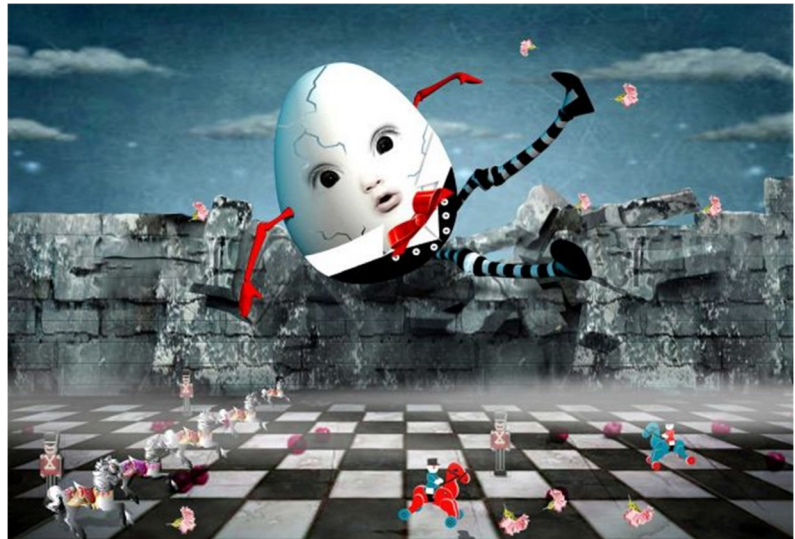


## Putting Humpty Dumpty Together Again System Thinking for Better Business



An IBM survey of about 1,500 CEO's worldwide concluded that "the world's private and public sector leaders believe that a rapid escalation of complexity is the biggest challenge confronting them and they expect it to escalate in the coming years. They are equally clear that their enterprises today are not equipped to cope effectively with this complexity in the global environment."

An effective option for dealing with this challenge is to address the complexity that organizations create for themselves and this requires work to be designed better. The design of work is more than a process flow. It is the very essence of how value is created for a company and its customers. It is the essence of management.

The science of *systems* lends itself well to design of work and addressing the business challenges of current times. This talk demonstrates the value of systems thinking in business. It offers a practical and accessible language for designing work better. An essential purpose of business has been lost in dealing with 21st century challenges viz. organizing work so that the whole is more than a sum of its parts. System thinking may offer a useful remedy.

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