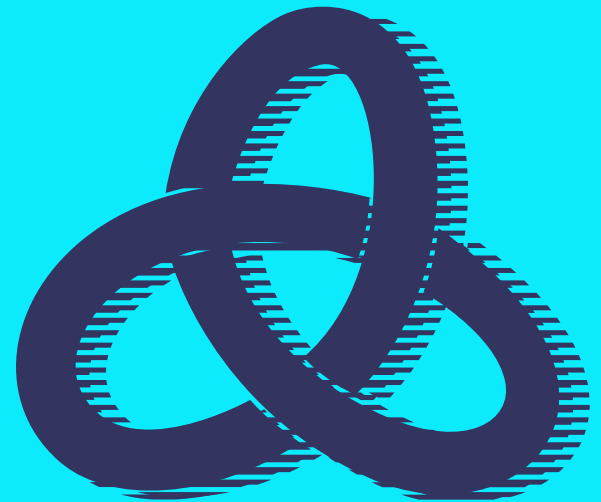


# Systemic design for tackling complexity

Course syllabus



# Introduction

## COURSE DESCRIPTION

We live in a world of continuing change that blends over time into interconnected super-complexity. Organisations are forced to make decisions today for highly uncertain futures, with limited tools and available knowledge. Recent crises have challenged decision makers with the interdependence of their problems with unexpected and unrelenting wickedness.

Also today's creative professionals, from leaders and strategists to practitioners, engage with ever more complex problem areas. Although it's part of their work to empathise with, understand and contribute to tackling complex issues, and feel comfortable in fluid, chaotic times, it's also their duty to go beyond just individual creativity and actions to deal with connections, causes and consequences.

How to understand and design in ways that reflect the complex contexts of our industries, societies and the world we live in? How to tackle the challenges we face and make a sustainable impact at scale? How to design and co-create interventions with all stakeholders involved, far beyond our own organisations or even industry? This course focuses on how to learn to think, act, design, and organise for systems change, and practice supporting processes, tools and technologies. You'll discover, build and practice a transdisciplinary, collaborative, co-creational and multi-stakeholder approach, as well as an intervention mindset.

# Outcomes and target audience

## KEY TAKEAWAYS

- Understand the value of systemic design for your practice
- Recognise and address complex problem contexts in service-system design with the use of systems thinking, transition, and complexity lenses
- Build a vision on the strategic value of systemic design and get familiar with its underlying principles and frameworks
- Build confidence and increase your ability to plan and organise for system-level transformation
- Learn how to discover, enrol, and mobilise stakeholders for co-creation and co-adaptation
- Learn specific skills and tools you can bring to the table and build hands-on knowledge of systemic design through practising with the core tools
- Last but not least, acquire a way of thinking that makes it possible to make sense of complexity

## FOR WHOM?

The course is for service designers, innovation and policy lab designers and facilitators, creative managers and product/service leaders, complexity and systems thinkers, design and innovation educators, and people in all industries and fields of complexity.

# Structure and workload

## CONTENT

- Chapter 1 Introduction to systemic design
- Chapter 2 Framing the system
- Chapter 3 Listening to the system
- Chapter 4 Understanding the system
- Chapter 5 Foresight and systemic design
- Chapter 6 System strategy
- Chapter 7 Creating change
- Chapter 8 Fostering the transformation

## EACH WEEK NEW LESSONS UNLOCKED

'Systemic design for tackling organisational and societal complexity' is a *semi-self-paced course* consisting of 50 to 80 hours. During the course's 8 weeks you will use the book 'Design Journeys through Complex Systems' written by two of the tutors of this course. The book presents a full systemic design methodology, methods and tools, with brief theoretical background and frameworks. With additional theory, exercises and case examples, the course aims at adding both a practical and theoretical layer to the book, on the practice hand by showing how to put the tools into use in stakeholder contexts, and on the theory hand by going into some depth into design science from underlying references.

## WEEKLY LIVE SESSIONS

You will join 6 live, interactive classes, scheduled on Fridays spread over the 8 course weeks. Through these live sessions, you will be guided by a team of tutors; systemic design experts and professors, and the authors of the book 'Design Journeys through Complex Systems'.

# Peer-to-peer learning

## **LEARNING PLATFORM**

The course is offered via our online Campus, a community-based peer-to-peer learning platform that offers professionals the opportunity to learn and (re)think, charge, and reset in a supportive environment. You will be supported by fellow participants making the experience an investment not only in yourself and your career, but also in contributing to the growth of others. You will share your reflections and answers on questions and exercises with fellow participants and comment and discuss the outcomes.

## **MENTORING**

In addition to the study materials and the live session, a series of exercises will help you put your learning into practice. All lessons are online, and live sessions will take place via Zoom. The Course Team and Course Mentor will provide support and guidance on the course content. As you complete the exercises, they will check them out, comment and encourage debate among participants. It is essential to share, look at others' exercises, comment and promote discussion in order to make the most of the learning experience. The interaction in this course is led by you, the participants.

# Support and certificates

## **DAILY SUPPORT AND OFFICE HOURS**

During the 8 weeks, you will receive support from the Course Team regarding access to content, logistics, general questions, technical issues, etc. There are live office hours every week for the duration of the course to answer practical questions or discuss any issues you have encountered. You can chat (and if needed: virtually meet) with our Program Manager who will help you to resolve any problem or convey content questions to the tutors.

## **CREDITS AND CERTIFICATES**

This course is worth 40 SDC study points. Service Design College offers study points for participants who have satisfactorily demonstrated mastery of the course material. The decision to award any such points to a given participant will be solely within the discretion of Service Design College. You will receive a certificate of completion.

# Meet the tutors: Peter and Kristel



**Peter Jones** (Canada) is an associate professor at OCAD University, Toronto where he teaches in the Strategic Foresight and Innovation and Design for Health MDes programs.

He is a co-founder of the Systemic Design Association, and its RSD Symposia series, and the Flourishing Enterprise Institute, a research community of practice formed around sustainable business models and policy design. Peter leads innovation research in new economies, cultural sustainability, healthcare system design, and complex social system design. He has published 'Design Journeys through Complex Systems', 'Design for Care', and two other books.

Peter is course tutor and will co-lead the live classes.



**Kristel Van Ael** (Belgium) is a business partner at Namahn, a humanity-centred design agency based in Brussels, as well as Associate Professor at the University of Antwerp where she teaches in product-service-system design and systemic design.

Kristel is the lead author of the Service Design Toolkit and Systemic Design Toolkit, and co-author of the book 'Design Journeys through Complex Systems'. She's hooked by systemic design and believes that designers can and should contribute to systemic change by understanding how everything is interrelated and how products can be designed and deployed as leverages towards a better future.

Kristel is course tutor and will co-lead the live classes.

# Meet the tutors: Koen and Inge



**Koen Peters** (Belgium) is the leading information architect at Namahn, a humanity-centred design agency based in Brussels. His work is mainly in web and intranet projects for governments and other large organisations.

In the past couple of years, he has added systemic design to his repertoire and is one of the co-authors of the Systemic Design Toolkit. At the moment, he is exploring possible connections and common grounds between the fields of information architecture and systemic design, such as how skills and practices from information architecture can help you better apply the systemic design method and vice versa.

Koen is course tutor and will support you during the live classes.



**Inge Keizer** (the Netherlands) is a senior service design consultant specialised in business design, strategic innovation, customer experience and entrepreneurship with 20 years of experience.

She is a conceptual thinker, and an experienced design researcher. In 2015 she co-founded the Service Design Days and later the Service Design College; growing a global service design network and supporting organisations, teams and individuals in becoming human-centric, with a primary focus on designing valuable and relevant services based on qualitative insights and successful business models.

Inge is the course mentor and will guide you through the course lectures and exercises.



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By participating in this course, you agree to complete all work, including any exercises or exams, with your own original work, and you agree not to engage in any activity that would dishonestly improve your results, or

improve or hurt the results of others. In addition, unless otherwise stated, you agree that any exercises, exams, quizzes or questions provided in connection with the course are for your individual use only.

You aren't allowed to share your user account or login credentials with others to provide them access to the course. You agree to notify us immediately upon becoming aware of or suspecting any unauthorized use of your user account or login credentials. We will not be responsible for any loss or damage arising from unauthorised access to your user account or login credentials.

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# Any questions? Reach out to us!

## COURSE PROGRAM MANAGER

Maytee Rodríguez

[maytee.rodriguez@servicedesign.college](mailto:maytee.rodriguez@servicedesign.college)

## GENERIC

[contact@servicedesign.college](mailto:contact@servicedesign.college)

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