



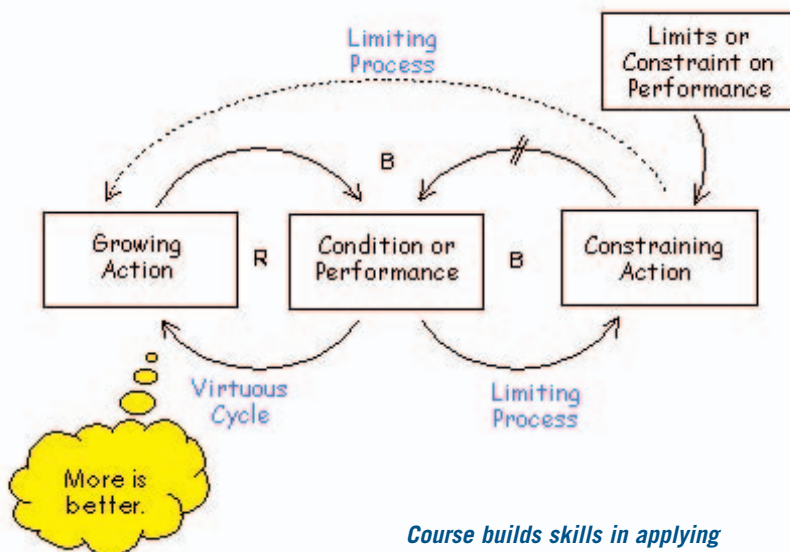
Applying Systems Thinking and Common Archetypes to Organizational Issues

How your organization thinks about problems has a lot to do with the quality of solutions it applies. All too often, organizations rush through problem solving, overlook the relationships between contributing factors, and fail to test assumptions before implementing an ineffective “fix.”

Applying Systems Thinking and Common Archetypes to Organizational Issues, a self-paced online course, gives you and your colleagues a new way to think about and understand the challenges you face.

Course Learning Objectives

- Develop an understanding of Systems Thinking and its applicability.
- Learn a new language to communicate more effectively about complex problems.
- Develop skills for analyzing problems, identifying higher leverage solutions.
- Enhance skills for having productive conversations about complex, controversial issues.



From Systems Thinking Leaders

Applying Systems Thinking and Common Archetypes to Organizational Issues was adapted from a workshop entitled *Systems Thinking: A Language for Learning and Action* from Innovation Associates. Founded by Peter Senge, Innovation Associates brought Systems Thinking into many Fortune 100-level businesses.

Michael Goodman was Vice President at Innovation Associates, where he led the effort to develop this course for the web. Sherry Immediato, Managing Director of the Society for Organization Learning (SoL) and founder of Heaven & Earth Incorporated, adapted the original materials and contributed significant content to this course.

In 2002 Michael Goodman founded Innovation Associates Organizational Learning, where he continues to teach and consult with organizations worldwide. He was one of the developers of the systems archetypes — systemic patterns common to most workplaces that were forwarded in Peter Senge’s widely read *The Fifth Discipline*.

Course Modules

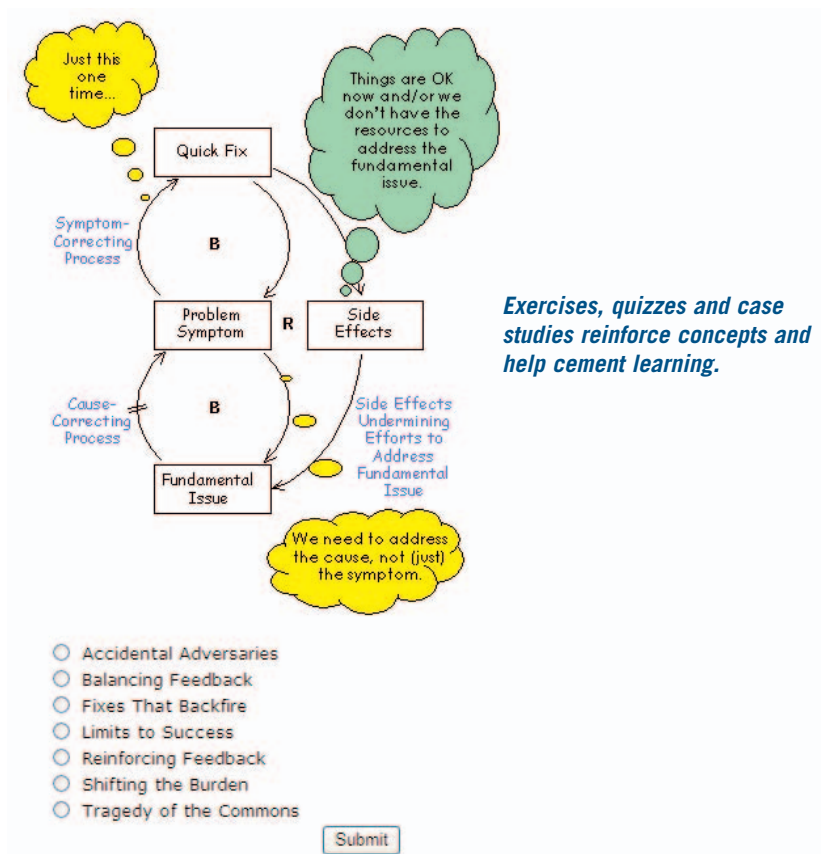
- Why the Systems View?
- Organizational Learning and Systems Thinking Framework
- Systems Language
- Planning Interventions
- Mental Models and Productive Conversation
- Systems Archetypes
- The Steps in Systems Thinking
- Systems Thinking On the Job

Self-Paced Format

Designed for beginners and anyone seeking reinforcement of Systems Thinking concepts, *Applying Systems Thinking and Common Archetypes to Organizational Issues* is self-paced and accessible via the Web from any Internet connection (including dial-up).

Single-user, 6-month subscriptions are offered for \$299 and team discounts are available. Estimated time to complete the full course is approximately 40-60 hours.

Enroll today at www.iseesystems.com/online.



Why an Iceberg?

Systems Thinking is the study and exploration of hidden structure. If we only navigate in our systems by gathering data on the surface and reacting to the tip of the iceberg, we're likely to encounter trouble.

Effective organizational structure design is a much higher leverage strategy for improving system performance than reacting to every crisis. Conversations focused on structure also provide more opportunities for learning.



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isee systems (formerly High Performance Systems) is the world leader in Systems Thinking software. Founded in 1985, isee developed STELLA, the first software to bring Systems Thinking to the desktop. In addition to STELLA, which is used primarily by educators and researchers, isee offers *iThink* for business simulation.

isee is a privately-held company with substantial global reach in business, education, and government markets. Its software is being used by thousands of individuals and organizations in over 80 countries around the world.

More than a software company, isee systems has become a Systems Thinking resource, providing classroom and online training, printed books and teaching materials, and links to articles and organizations.