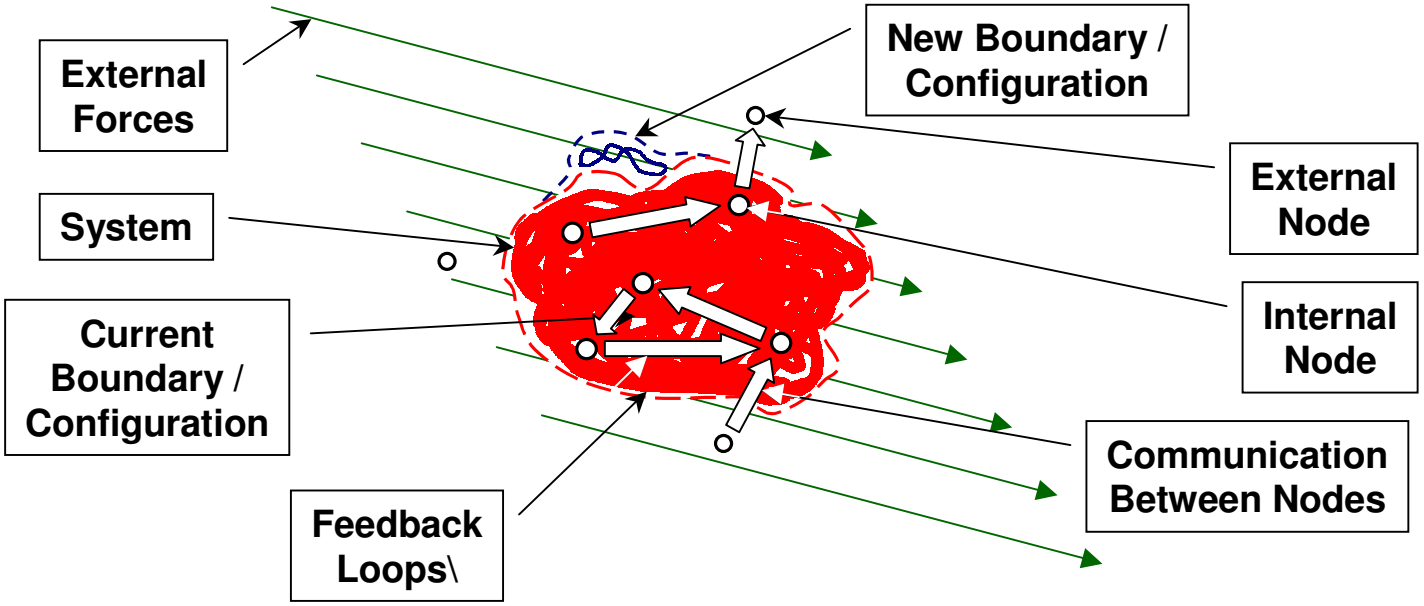
Chaotic System Change Model



Chaotic system change highlights:

1. It can change on a moment's notice.
2. We can not "manage and control" it.
3. We can "participate in and influence" it through persistent communication.

Change Occurs Through Persistent Communication

Chaotic Systems..

- Social systems are chaotic
- Chaotic systems are dynamic
  - Have a boundary and identity
  - Reconfigurable
  - Core identity remains steady
- Multiple communication channels
  - Formal and informal
  - Inside and outside of the system
- Far from equilibrium
  - High energy
  - High churn
- Change on a moment's notice
  - CANNOT "Manage & Control"
  - CAN "Participate In & Influence"

Examples

- Bread Dough Mixer
- Berlin Wall Removal

Change Via Communication..

- A persistent, consistent signal CAN, over time, influence a chaotic system
  - Key messages "dropped into the system" over and over and over again
  - From OUTSIDE or WITHIN the system
  - Carried repeatedly through many channels
- System changes suddenly, unpredictably:
  - Identity remains but there is a noticeable change in some characteristic
  - Change may be minor or major
- Cannot know *which* instance of a message will impact the system, or *when*, so must be ***persistent***
- Cannot know exactly *what* change will occur, just its general nature, so must be ***consistent***

Examples

- Business Resume
- Presentation Talking Points