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Feedback and Balance: Key Principles of the Systems Approach in Entrepreneurship

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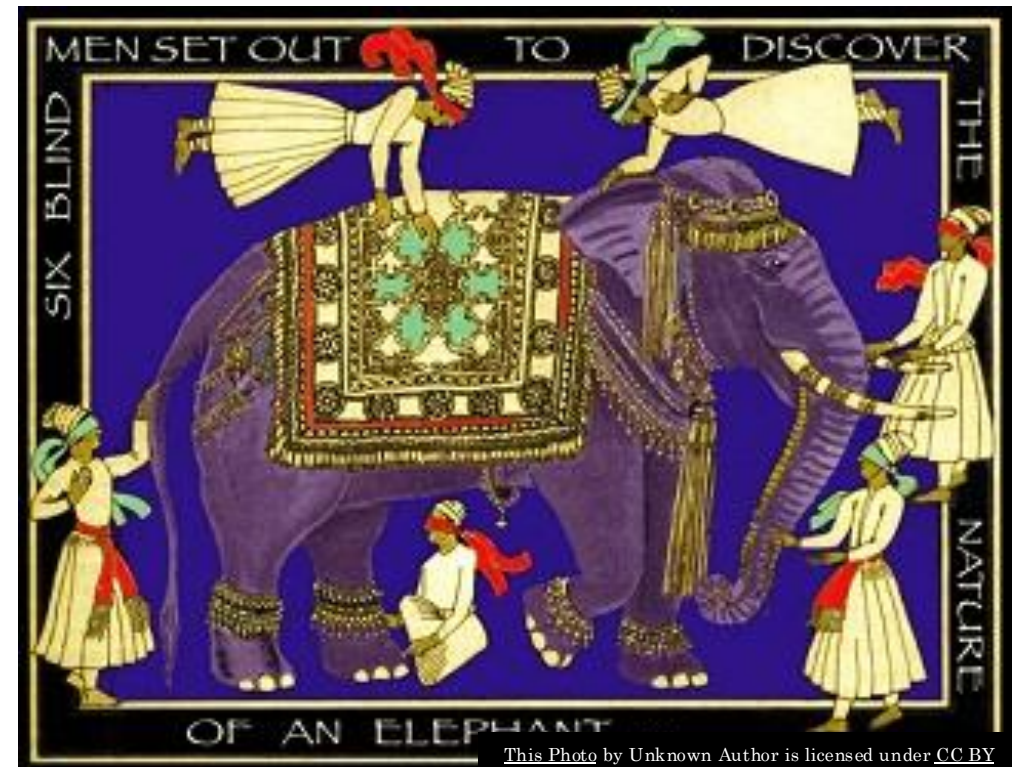
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Seeing the Whole Picture

Western vs Eastern Perspectives

- ▶ West: Analysis, Parts, Trees, Trunks, Legs, Tails
- ▶ East: Synthesis, Wholeness, Forests, Elephants
- ▶ The Challenge: Transforming Western Business Thinking



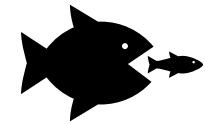
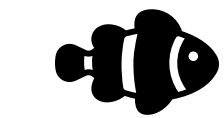
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Tip of the Iceberg or content myopia

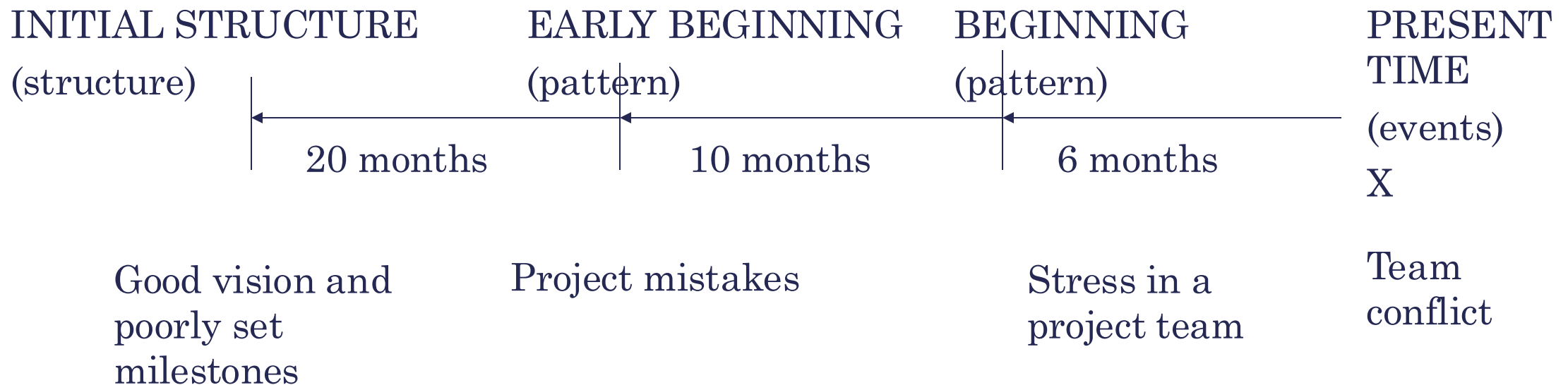
Above the surface: events,
what we see at a glance,
operational work
(efficiency: 13%)

Patterns (trends or changes in
events over time) processes, below
the surface, is 87% efficiency
(everything below the surface that
we can't see)

The causes lie in a deep foundation or
structure. Once we get to them, we can make
crucial (systemic) changes and create long-term
solutions (everything below the surface that we
can't see)



Events, patterns and structure



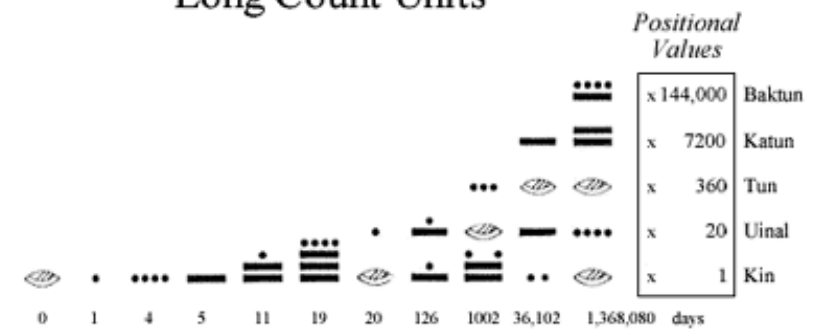
Activities initiated at the level of structure are creative because they help us shape the future we want.

This brings knowledge of systems thinking.

The Evolution of Systems Thinking

- ▶ Phoenician cuneiform
- ▶ Egyptian pyramids
- ▶ I Ching
- ▶ Pre-Socrates philosophy and in Heraclites
- ▶ Mayan society
- ▶ ?
- ▶ ?
- ▶ ?
- ▶ 19th century: Spencer, Pareto, Durkheim
- ▶ 20th century: Bateson, Mead, Bertalanffy, Wiener, Senge
- ▶ 21th century: Meadows, Gharajedaghi, Laszlo,

The Maya Numbering System and Long Count Units



Essential components of Systems

Key principles for Modern Entrepreneurs

- ▶ System Dynamics
 - ▶ Understanding interconnections
 - ▶ Recognising patterns of change
 - ▶ Anticipating ripple effects
- ▶ The Big Picture View
 - ▶ Moving beyond linear thinking
 - ▶ Embracing complexity
 - ▶ Seeing relationships and patterns



Essential components of systems

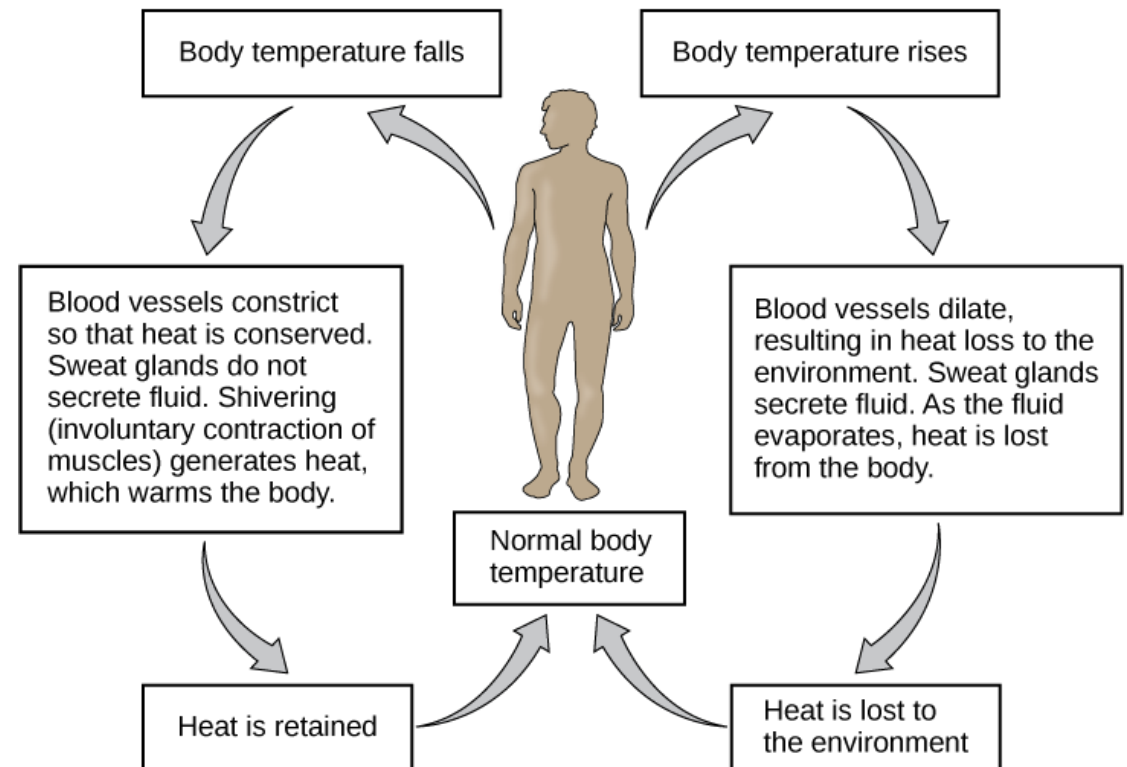
Key principles for Modern Entrepreneurs

Feedback Information

- ▶ Continuous learning loops
- ▶ Adaptive decision-making
- ▶ Real-time adjustments

Environmental Balance

- ▶ Sustainable practices
- ▶ Ecosystem awareness
- ▶ Holistic impact assessment



The Transformation Challenge

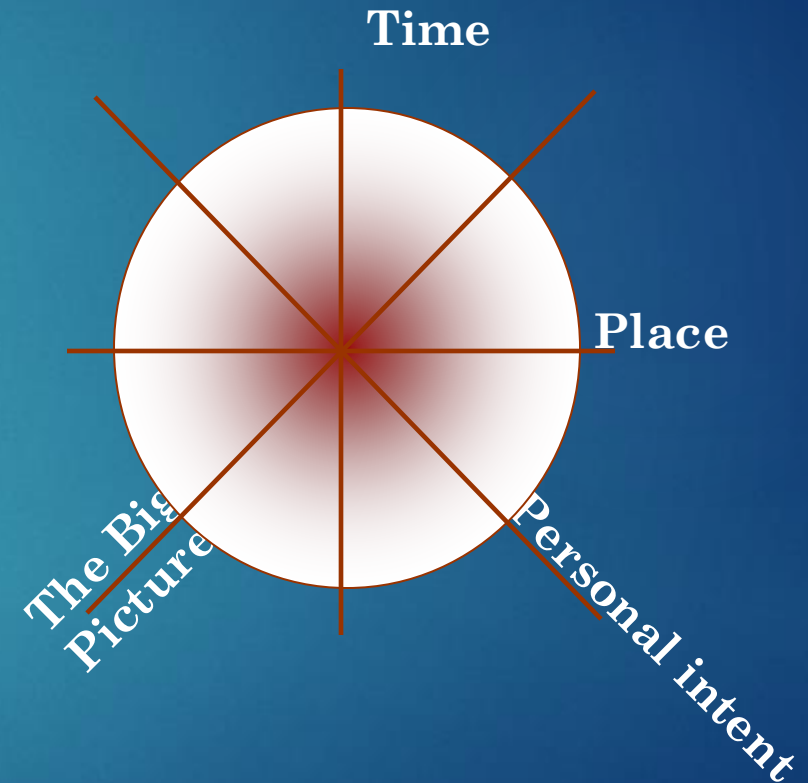


Current Limitations

- ▶ Linear thinking patterns
- ▶ Time constraints
- ▶ Resistance to change

Growth Opportunities

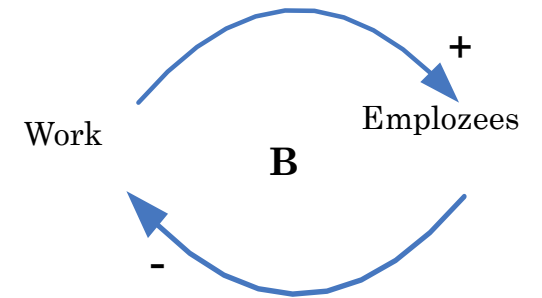
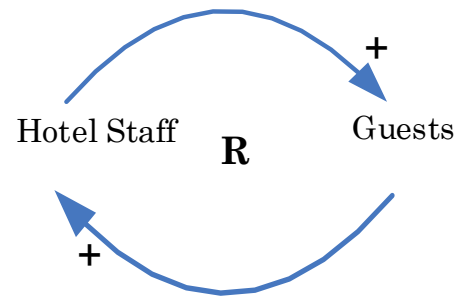
- ▶ Expanding consciousness
- ▶ Integrating different perspectives
- ▶ Building systemic awareness



Practical Applications

For Entrepreneurs

- ▶ Decision-making frameworks
- ▶ Strategic planning
- ▶ Innovation development
- ▶ Risk assessment



Key Takeaways



Systems thinking is crucial for modern business success

Balance Eastern wholeness with Western analysis

Consider feedback loops in all decisions

Maintain environmental equilibrium

Embrace the journey from linear to systemic thinking

Discussion & Question

