BRITISH COUNCIL

INTERNATIONAL EDUCATION CONFERENCE

3-4 December 2019

Using a Systems Approach for International Partnerships

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Partnerships

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Partnerships

Value added to each
Humility
Practice and Planning
Respect
Trust
Same way of thinking (Mental Models)
Shared Vision
Small Beginnings

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Forming Partnerships

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Human problematic situations depend on

Recognising that people will have different world views

These world views are changeable

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Structured Systems Methodology (SSM)

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Taking changing worldviews and embedding them into purposeful action

With SSM we begin with a problem and the outcome is another problem albeit a more manageable one.

Changing from a “very soft problem” to a “less softer problem”

SSM uses System Thinking

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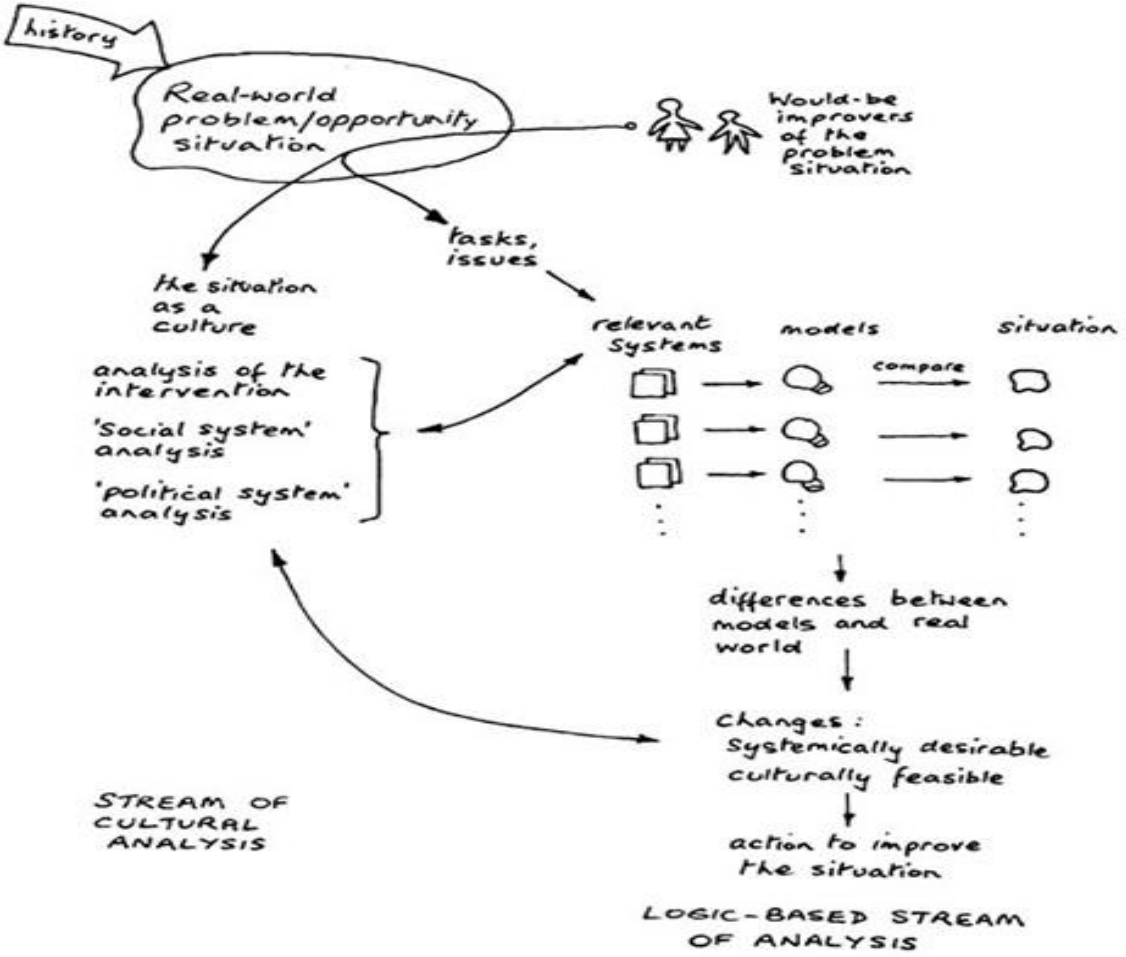
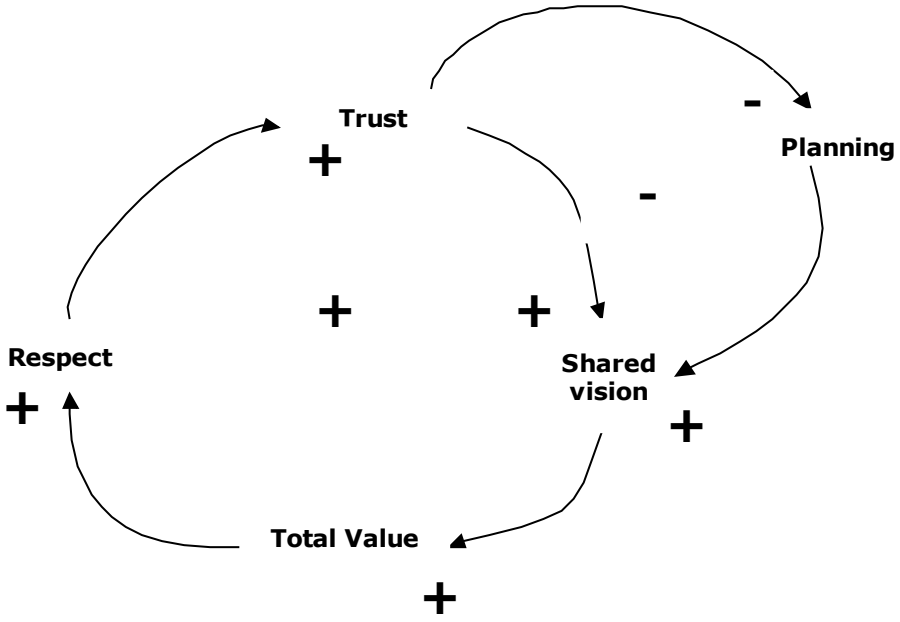

history
Real-world problem/opportunity situation
Would-be improvers of the problem situation
tasks, issues
the situation as a culture
relevant systems
models
situation
compare
analysis of the intervention
'Social system' analysis
'political system' analysis
differences between models and real world
changes:
systemically desirable
culturally feasible
action to improve the situation
STREAM OF CULTURAL ANALYSIS
LOGIC-BASED STREAM OF ANALYSIS

RICH PICTURE

Causal Loop Diagram



Concept Map

Business Plan
Financials
Capital needed
Break even
Profit & Loss
Predictions
Cash Flow
Strategy
When
What
Achievements
Short Term
Long Term
Plans
Executive Summary
Overview
Last
Fill in
Or
Continuously
Venture Capitalists
Important!
Company
Offer?
Do?
Unique?
Market
Who?
Ages?
Customers
Gender?
Income?
Competitors
Who?
Why different?
USP
Unique
Selling
Proposition
Product/Service
Benefits
When used?
What?
How used?
Management Team
Track Record
Others
Partners
Experience
Yours
Partners
Skills
Yours
Others
Partners
Who?

Systems Thinking

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It is very difficult to divide the whole into independent parts

One cannot improve the whole by improving individual parts

Everything is dependent on everything else

The whole is always better than the sum of the parts

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The partnership is running like a well oiled machine

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Problems with Mechanical metaphor

Identification of parts
How parts are connected
Created for a specific purpose
Inanimate (no learning)
Changes need to be imposed from outside
Reactive not proactive

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The partnership is running like a living System

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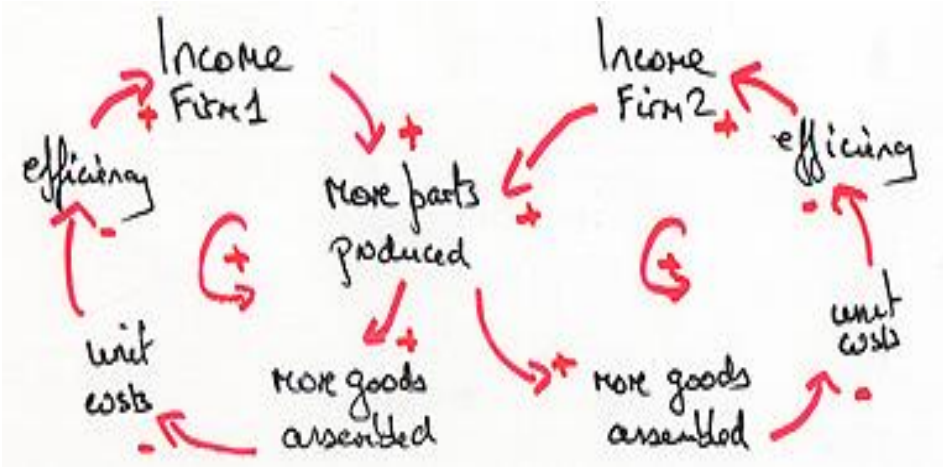
Thinking Holistically



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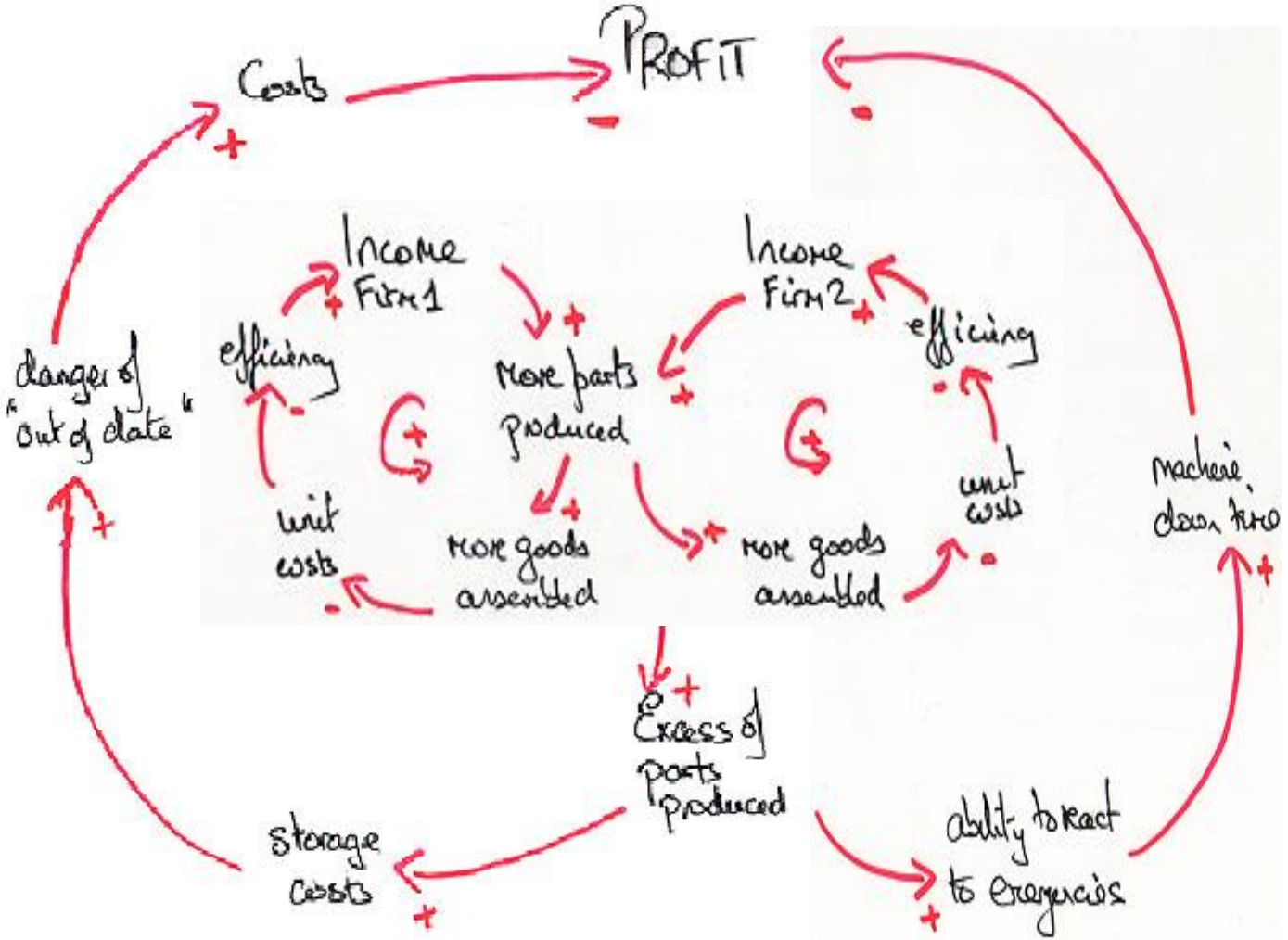
Costs
PROFIT
Income Firm 1
Income Firm 2
efficiency
efficiency
more parts produced
danger of "out of date"
unit costs
more goods assembled
more goods assembled
unit costs
machine, down time
Excess of parts produced
storage costs
ability to react to emergencies

Conclusion

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Forming and sustaining partnerships is not easy

It requires taking a Systems View

SSM is a useful tool to begin the process

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