Studying the Sense & Respond model for Designing Adaptive Enterprises, and the Influence of Russell Ackoff's System of Thinking

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IBM Advanced Business Institute
March 5, 1999 at Villanova University
Introduction

Sense & Respond: Steve Haeckel
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Russell Ackoff's system of thinking

learn

challenge, validate
Agenda

1. History / timeline
2. What is Sense & Respond?
3. What did we learn from Ackoff's thinking?
4. Ackoff's influence on Sense & Respond
History / timeline

- June '97: Research project on business modeling, system envisioning technology
- Sept '97: Specification of S&R and development of a proof-of-concept support system
- Dec '97: Revision of S&R curriculum
- Mar '98: June '98: Sept '98: Dec '98: Mar '98:
History / timeline

- June '97: attended S&R class
- Sept '97: informal study team
- Dec '97: Ackoff at IMS
- Mar '98: study systems thinking
- June '98: ISSS conference
- Sept '98: first version of S&R spec
- Dec '98: first version of S&R RSS proof-of-concept
- Mar '98: revision of S&R curriculum

- June '97: research project on business modeling, system envisioning technology
- Specification of S&R and development of a proof-of-concept support system
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Ackoff provided insight on social systems, design and purpose
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1. *The Democratic Corporation* led to an understanding of social systems.

![Diagram showing the relationship between S, I, A, and D in a social system.](image)
Ackoff provided insight on social systems, design and purpose

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2. *Creating the Corporate Future* led to an understanding of design of systems
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Ackoff's system of thinking is rigorous, but open
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