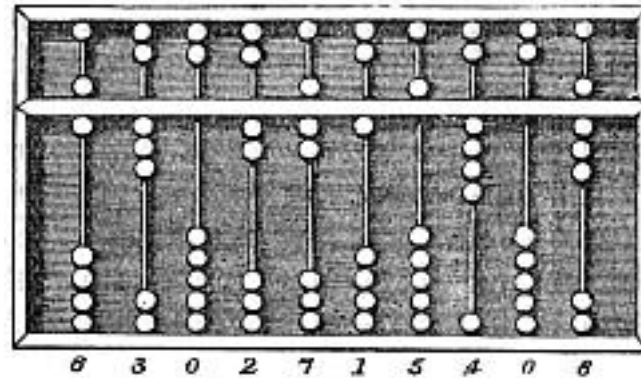# EC ITB*

Young people today! From nomads to influencers
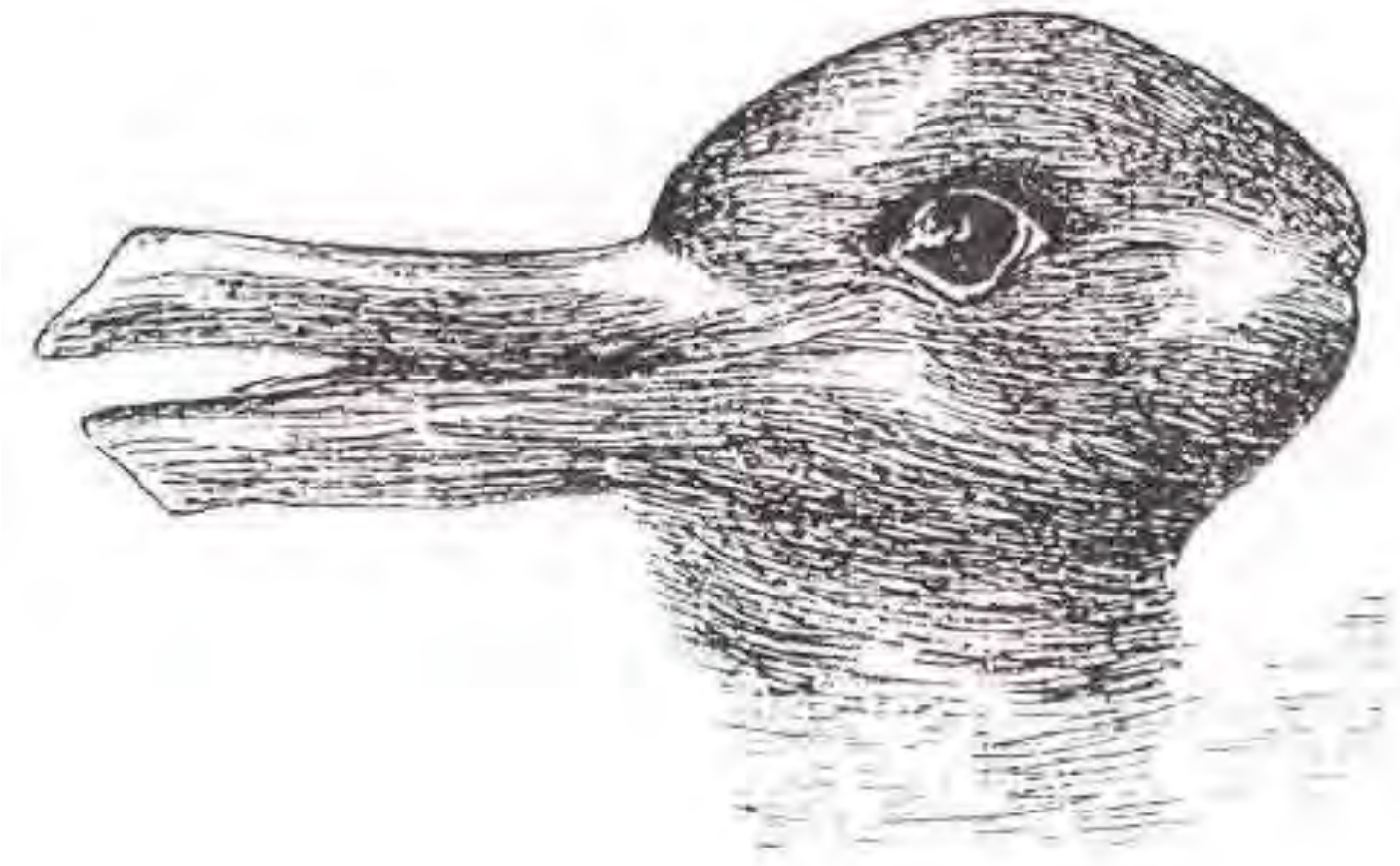
Sorrel Gilbert

Project Manager, The Gilbert Principle

About me

BUT…

Systems thinking: Key concepts

- Systems, Ecosystems and Microsystems
- Boundaries
- Homeostasis
- Adaption
- Feedback loop
- Viewpoints

And finally:

- Action...

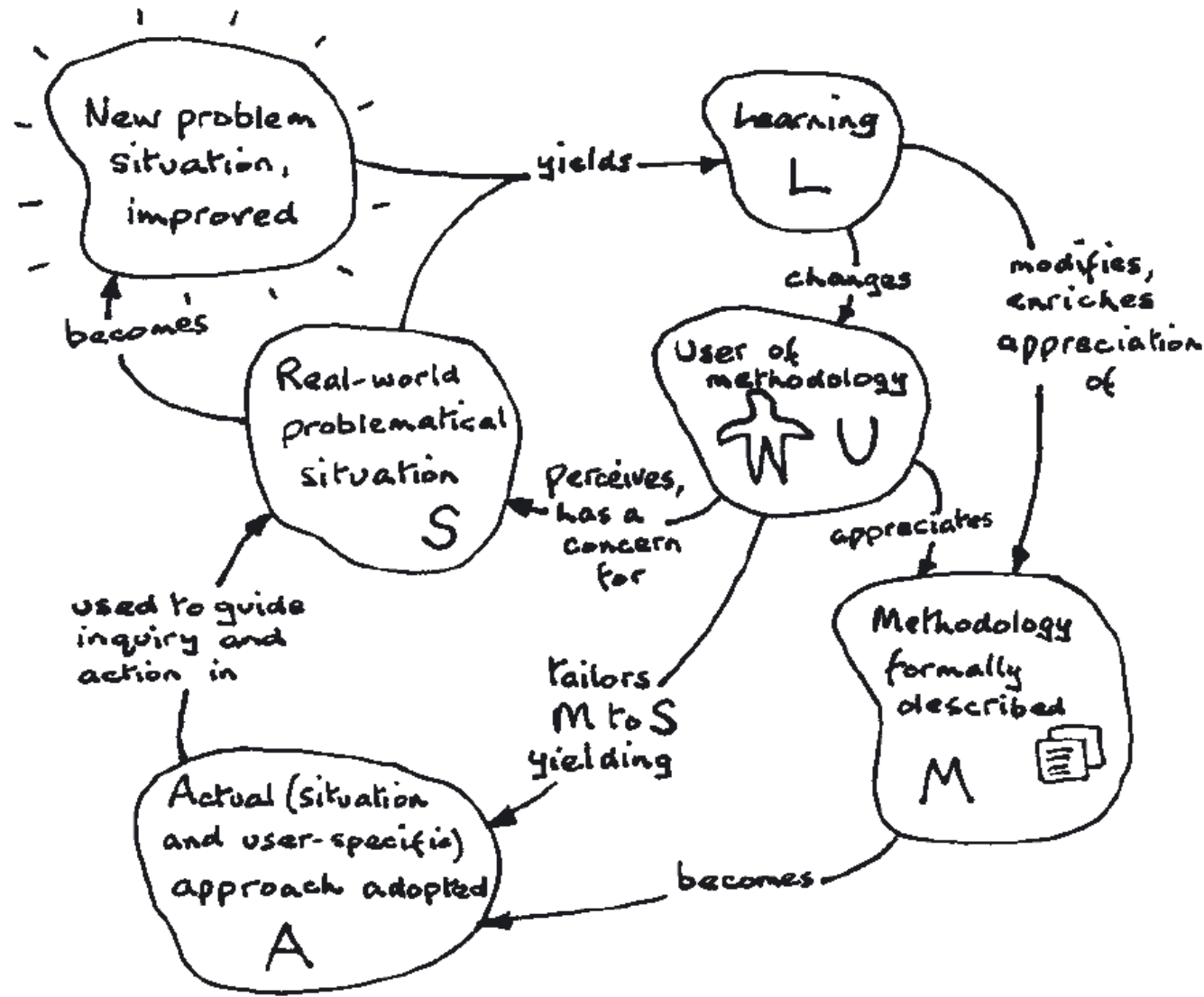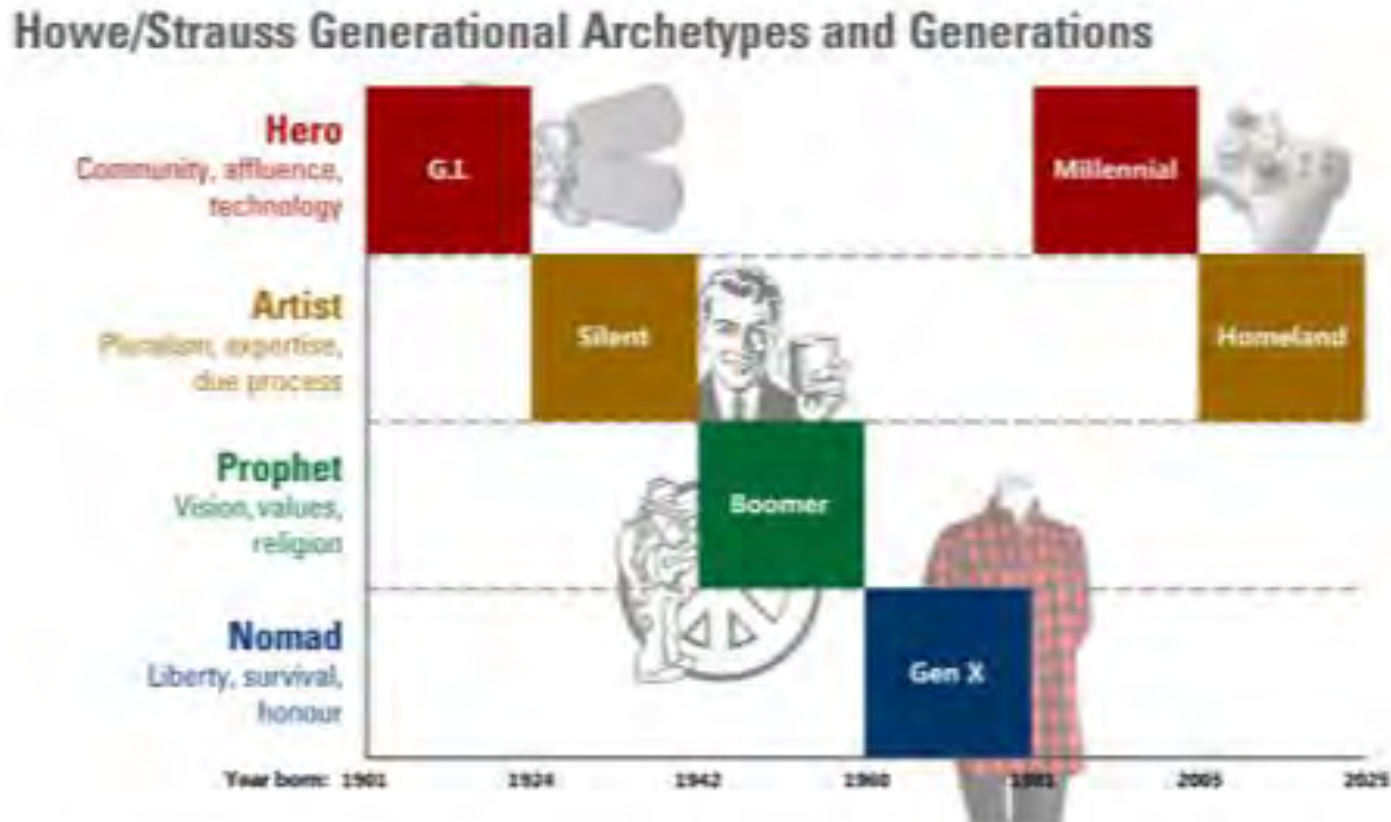**Fig. 5.3** The LUMAS model – learning for a user by a methodically-informed approach to a situation

Soft Systems Methodology

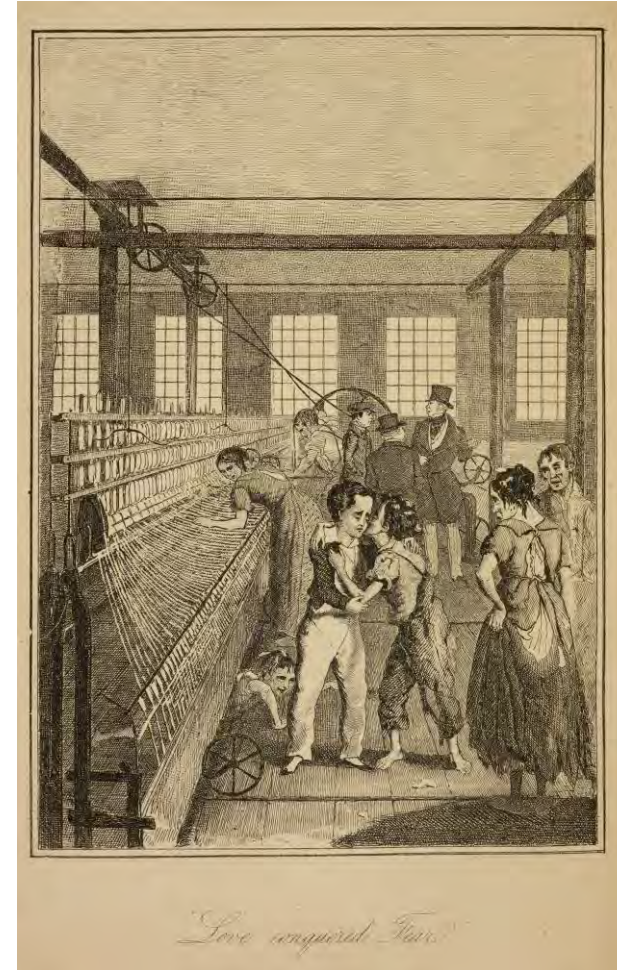# Generations and age

Howe/Strauss Generational Archetypes and Generations

Strauss-Howe "Archetypes" and Generations,
Joey DeVilla (2013)

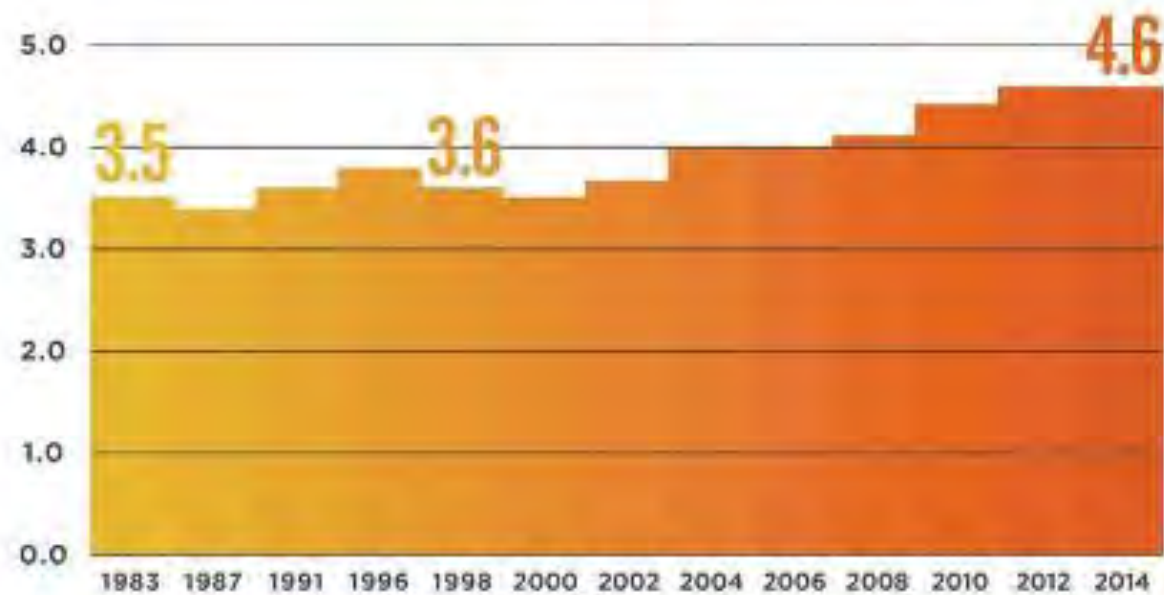# A history of working norms

- What does 8 hours of work look like?

A history of trust

bureau of labor statistics
median tenure with current employer

Trust

Technology is changing the way trust flows through society. It used to flow upwards to authorities. Experts, regulators and CEO's but it now flows sideways to peers, Strangers, neighbours, colleagues and friends.
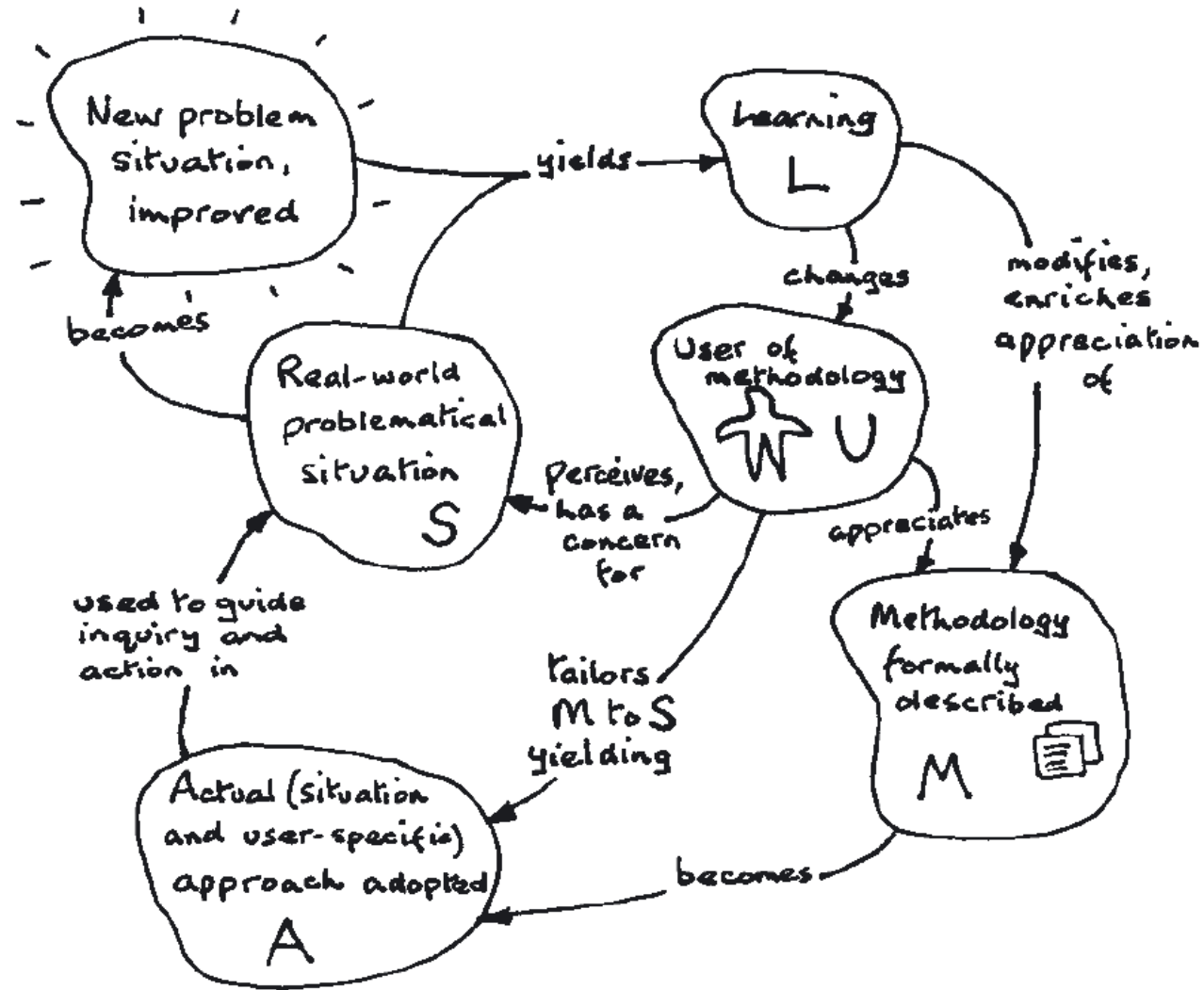
Rachel Botsman

Design

Fig. 5.3 The LUMAS model – learning for a user by a methodically-informed approach to a situation

What does this mean?