

## **#24 Topic: Encouraging complex system thinking outside academia to advance its application to societal challenges**

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### **Abstract:**

The relevance of complex system science in today's over-connected world cannot be overstated. It helps us better understand the dynamics of social, economic and biological systems and offers key insights to solve some of the world's most pressing issues such as climate change, inequality, economic crises and social unrest. Yet, this important perspective seems largely absent in most public and private organisations.

Why is that?

In my experience it is not due to a lack of support or unwillingness to adopt complex systems approaches. Rather, it is the unfamiliarity with the field. These past two years, I met with numerous senior executives and policy makers across different organizations. During these engagements, I introduced them to the basics of complex system science – using examples from physics, math and biology - and adapted the various concepts to their specific situation. Most policy makers and executives not only support and embrace these new insights but also express an urgent need for better ways to view, understand and manage the interactions and influences in social and economic systems.

During this session, I will share my approach on how to summarise the basic aspects of complex systems science and translate research findings to practical applications in business, economics and government policy. At the end, I hope we share experiences and develop new ideas on how we can further encourage complex systems thinking outside academia and advance the field's societal impact.