Bias Lives

THE ICEBERG
A Tool for Guiding Systemic Thinking

EVENTS
What just happened?
Catching a cold.

PATTERNS/TRENDS
What trends have there been over time?
I've been catching more colds when sleeping less.

UNDERLYING STRUCTURES
What has influenced the patterns?
What are the relationships between the parts?
More stress at work, not eating well, difficulty accessing healthy food near home or work.

MENTAL MODELS
What assumptions, beliefs and values do people hold about the system? What beliefs keep the system in place?
Career is the most important piece of our identity, healthy food is too expensive, rest is for the unmotivated.

React
Anticipate
Design
Transform