

NAVIGATING
wicked
PROBLEMS
& AMBIGUITY

Mo Fox
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PROBLEMS

simple complex *wicked*

EASY TO SOLVE

summary

A clear problem with a clear solution.

properties

Predictable.
Straightforward.
Obvious.

RESISTS SOLVING

summary

The problem and solution are not clear but can be understood with time.

properties

Many elements, although the elements themselves are familiar.
Hidden root causes.
Non-linear.
Inter-operating parts effect each other.

RESISTS DEFINING

summary

Problem and solution not understood and keep shifting when when we try to define them.

properties

Ambiguous.
Chaotic.
Many shareholders with conflicting perspectives.
Many elements, many hidden and some hitherto unknown.
Strong social aspect.
Involves changes in belief, behaviour and/or identity.
No right/wrong solution.
Non-quantifiable.
No precedent.





Mo Fox

Mo is a creative strategist who gets hired to help people and companies think very differently about the messy problems they have. These might be large logistics projects that are derailing, anything to do with innovation or culture, issues such as branding or diversity, or basically any time there are a bunch of people butting up against each other and their systems trying to get something useful done, or trying to find a new way to be and think.

Something of a hybrid, Mo has done her 10,000 hours in the corporate minefields, as an external consultant and as a practicing artist. She writes, speaks, and teaches courses at the Macquarie Graduate School of Management on Wicked Problems, Design Thinking, and works with a wide range of clients including CSIRO, IAG, Bendigo Adelaide Bank, SAP and Essential Energy.

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