



CROWDSENSOR

for Greferendum

20 JULY 2015

Prepared by Cognitive Edge Pte Ltd.





CROWDSENSOR

for Greferendum

Crowdsensor represents the next generation of scenario planning. Traditional scenario creation involves a limited number of people taking part in a workshop, typified by forces and factors analysis and the creation of a range of scenarios that are then written up and distributed. That approach is a proven technique for foresight in respect of possible trends that are encompassed within the imagination of the participants.

Micro-scenario planning, originally developed for weak signal detection in the immediate aftermath of 9/11 offers a different approach. Using SenseMaker®, large networks of foresight specialists, Government Departments, University Institutes and the like, volunteered networks to this experiment to create multiple small observations and ideas, both on a promoted base and through day-to-day journaling.

On 5 July 2015, as Greece took to a public referendum and poll on the verdict of their EU partners, we launched a parallel study to collect insights from across the networks on their projected outcomes of the Greferendum. This report provides an overview of the results.

The Collector site has been kept open for participation, and can be accessed on the SenseMaker® app, available for free download from all app stores. Simply key in the “Greece” code (case sensitive) to unlock the instrument.



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SenseMaker

Imagine it's Christmas 2015 and you are describing what happened following the Greek Referendum to a curious teenager - what will you say?

I'm a freetext

*** Give your description a short title**

I'm a freetext

Record an audio entry:

I'm an audio upload widget

1/2

SenseMaker

In your description you have just shared...

*** The changes/ideas describe something that is...** N/A

Gaining traction

Just emerging Been around for a long time

*** The mindset is to...** N/A

Maintain the current state

Build new systems Imagine new possibilities

1/2

SenseMaker

In the situation you described, how did the Industry, Government and/or Public respond? N/A

Look at the picture below and position their respective responses onto a point which best describes their perspective. If your example does not address a particular item, you do not have to place it.

Place the ball in each triangle to a position that best

1/2

SenseMaker

*** The changes/ideas describe something that is...** N/A

Gaining traction

Just emerging Been around for a long time

1/2



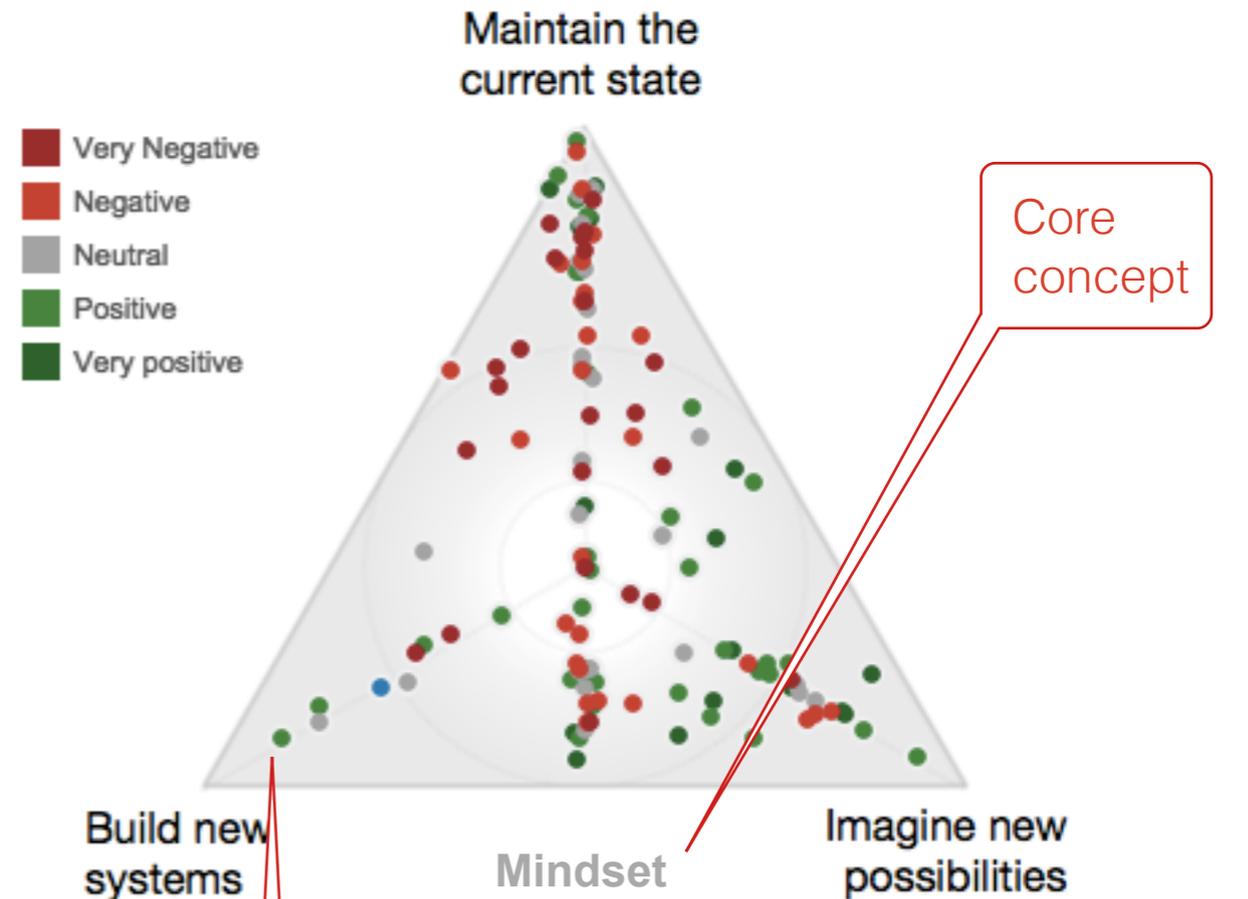
Understanding the report...

The following pages display a series of shapes and canvases, each of which contains a series of dots that correspond to the micro-scenarios shared by the network. When answering the question, the respondent assesses the context of their entries based on the influences marked on the apices of triangles, or the scales described within canvases. They then marked their responses accordingly.

When viewing the resultant graphs, the aggregate responses can be seen as a pattern of dots, where the greater the concentration, the more people signified that point as being the correct mix of elements in their story. In this way, perspectives that are dominant can be quickly identified. By selecting any dot on the resultant graph, the original story can be instantly recalled and read to gain deeper understanding of the context behind the response.

The responses in this report have been colour coded for emotional tone of the micro-scenario shared.

The mindset is to...



Each dot represents an observation shared by a respondent. The overall pattern reflects the current predispositions of the issue. The patterns, stories, and contrasts yield underlying assumptions reflective of the way the situation is viewed, and could also offer interesting micro-scenarios for planning...

In your description...

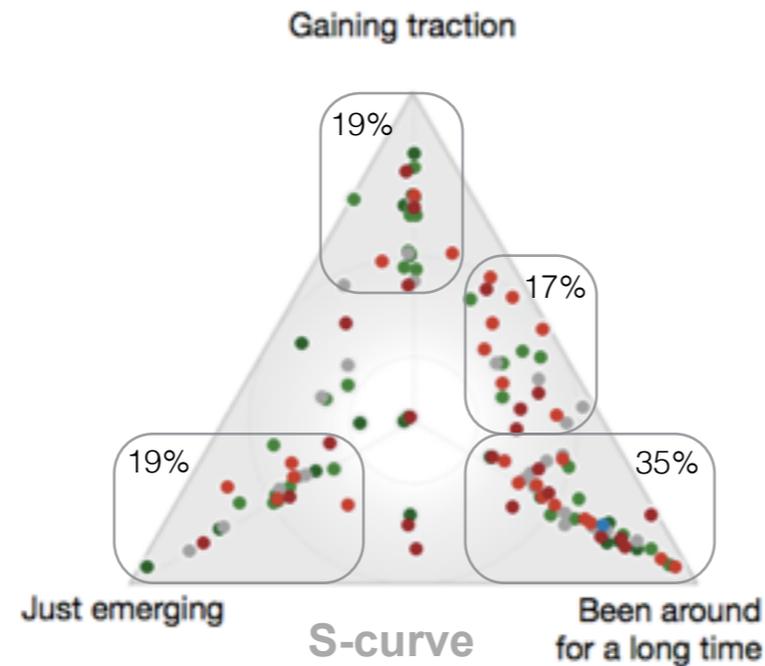
S-curve: More than a third of the responses describe changes as having been around for a long time. 17% of responses describe changes as something that has existed for a while and is still gaining momentum. Just under a fifth of responses described changes as either just emerging or gaining traction.

Critique and mindset: 31% of responses indicated that the mindset is to maintain the current state suggesting a sense of inertia to change. 21% indicated that it was to imagine novel transformations while another 21% indicated that it was both to build new structures and systems as well as to imagine new possibilities.

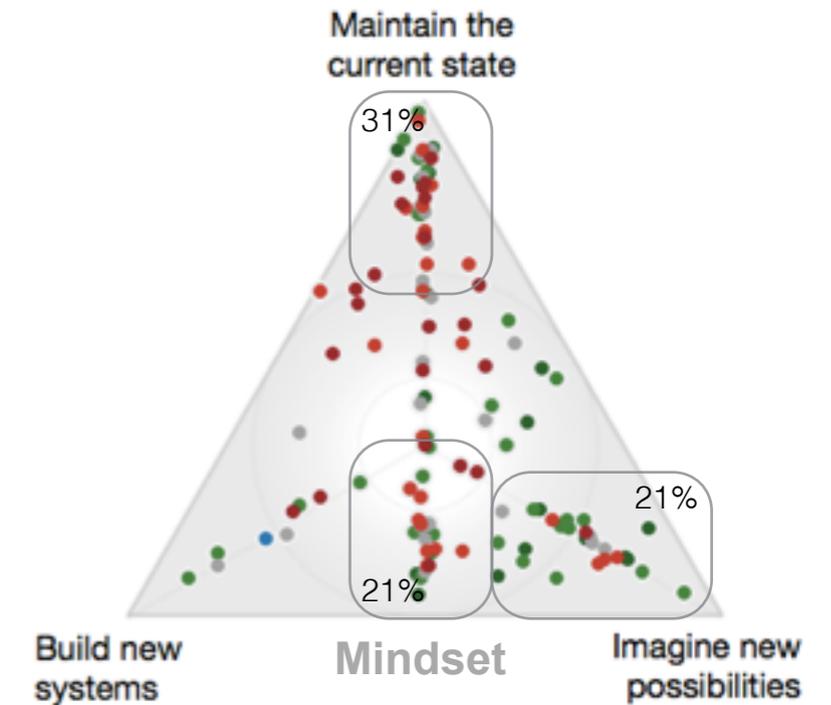
Constraints: 37% of responses indicated that events are guided by popular buzz or populist rhetoric while 28% are guided by both popular buzz and inspirational leadership. 15% indicated that they are guided by both popular buzz and technocrats.

Change agents: More than a third of responses indicated that the Greek government should be responsible. 22% suggested that both the Greek government and European leaders should be responsible. Only 9% indicated that the banking system should be held responsible. About a quarter indicated that the responsibility lies with all three agents.

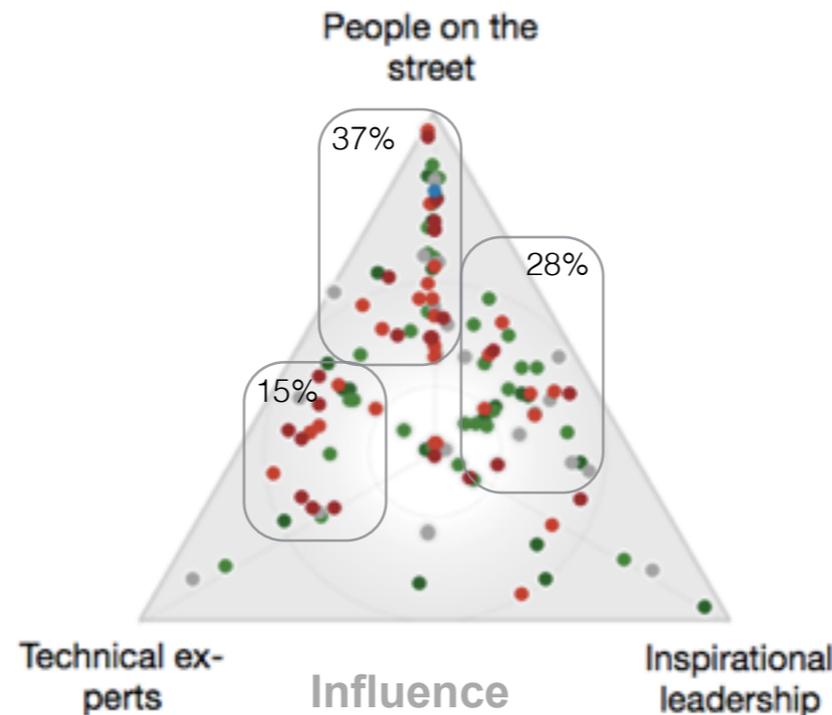
Changes describe something that is/has...



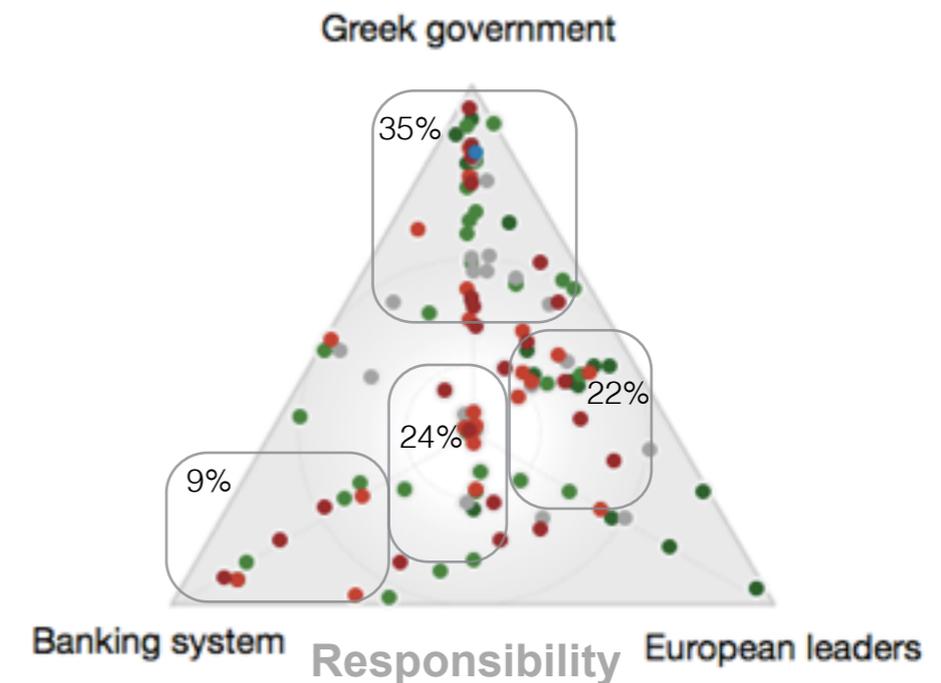
The mindset is to...



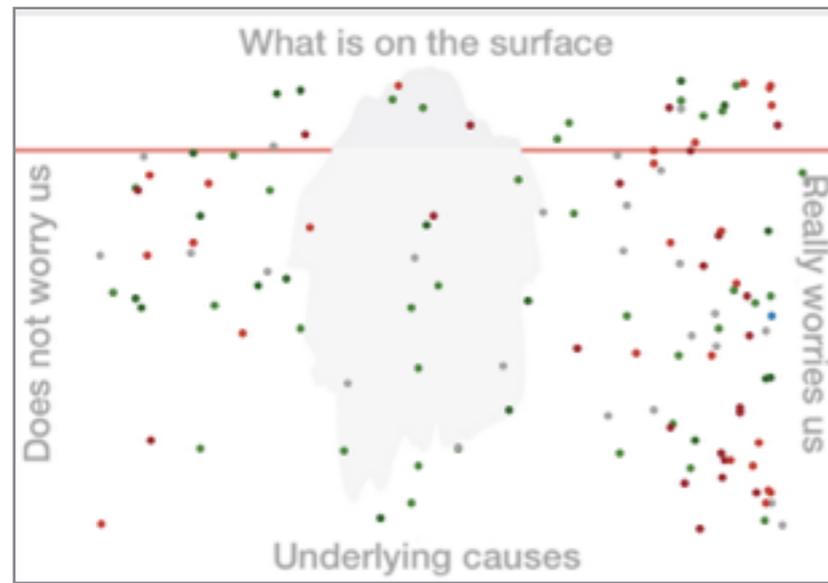
Events are guided by...



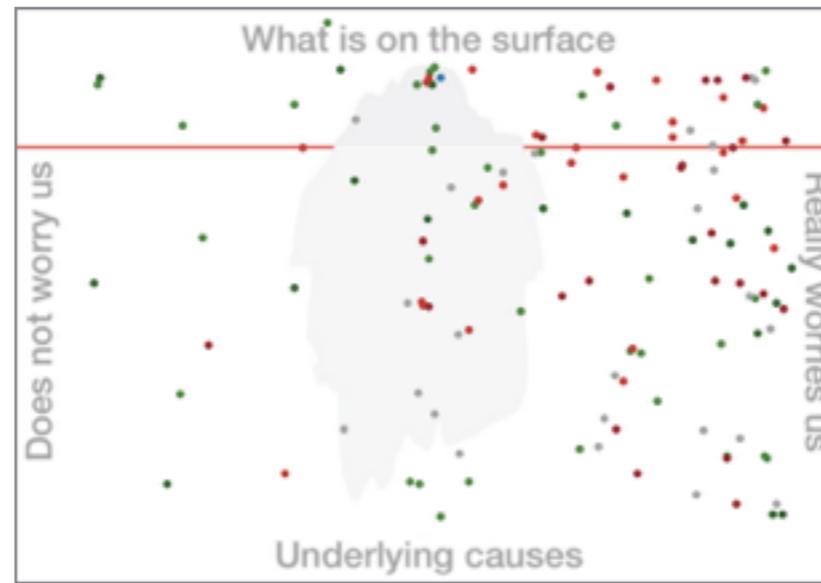
Responsibility should be placed on...



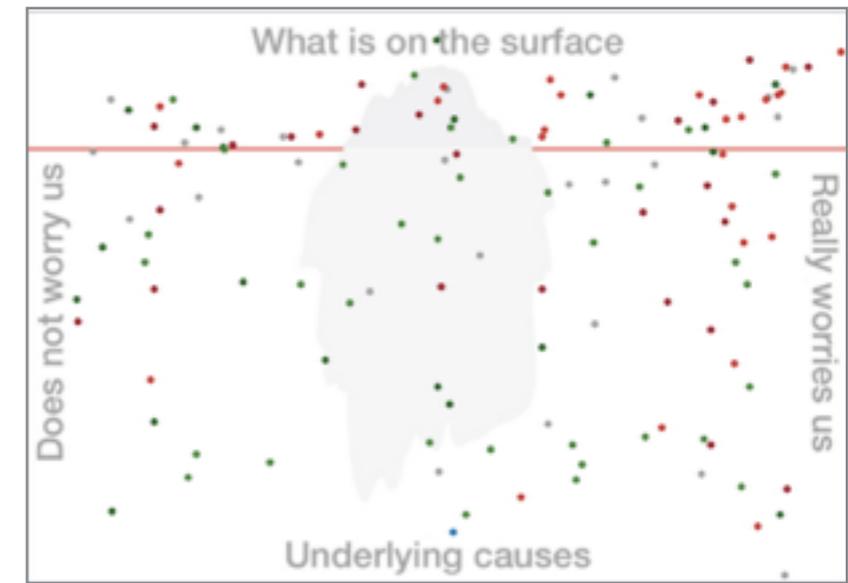
Most of the respondents indicated that the majority of the responses across Industry, Government and Public focused on superficial issues, with the Government being the most worried about these issues



Industry Response



Government Response



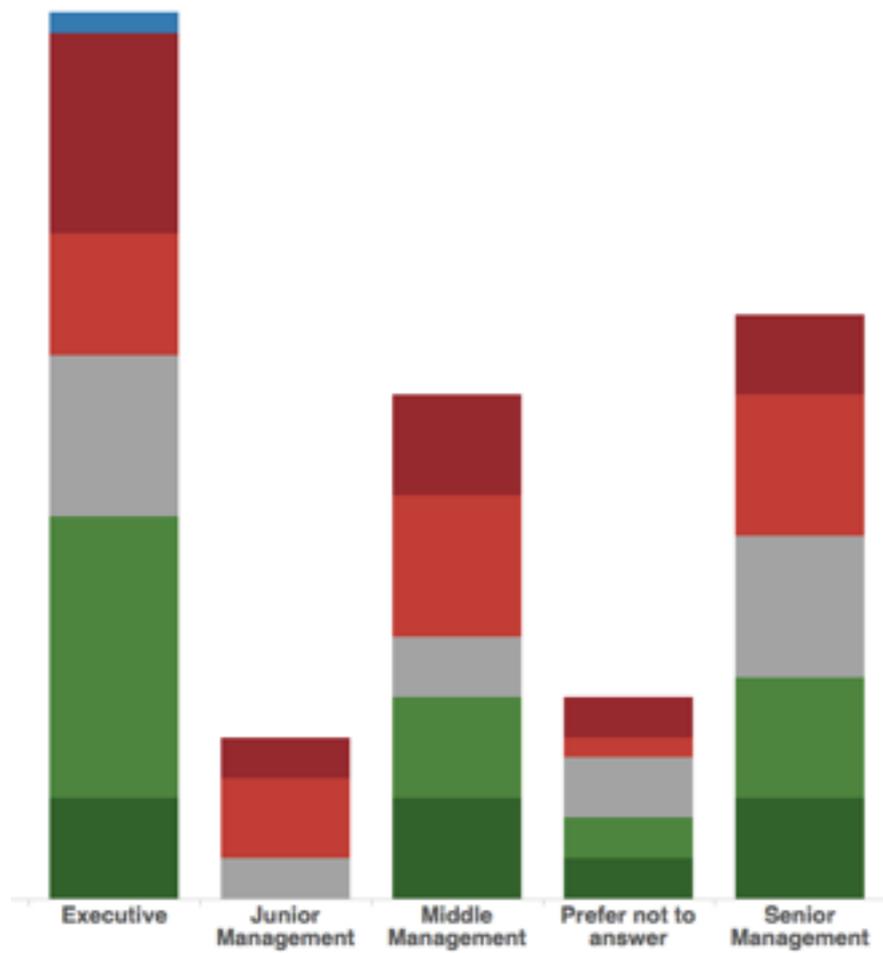
Public Response

Industry response: About 66% of responses indicated that the Industry tended to indicate more worry, with a discernible cluster of negative stories toward the bottom right regarding issues that were deeply distressing and were of underlying causes. About 60% of the responses suggested that the Industry tended to focus on surface issues.

Government response: About 72% of responses indicated that the Government tended to indicate more worry, though about 70% of the responses suggested that the Government was focused on surface issues.

Public response: About 75% of responses indicated that the Public was focused on surface issues. The emotional tone of the stories were more negative at the surface while those indexed toward Underlying causes were more positive. About 57% of the responses indicated that the Public tended to indicate more worry.

Overall: Most of the responses indicated that majority of the responses across Industry, Government and Public were mostly focused on surface issues - with the Government being the most worried about the changes discussed.

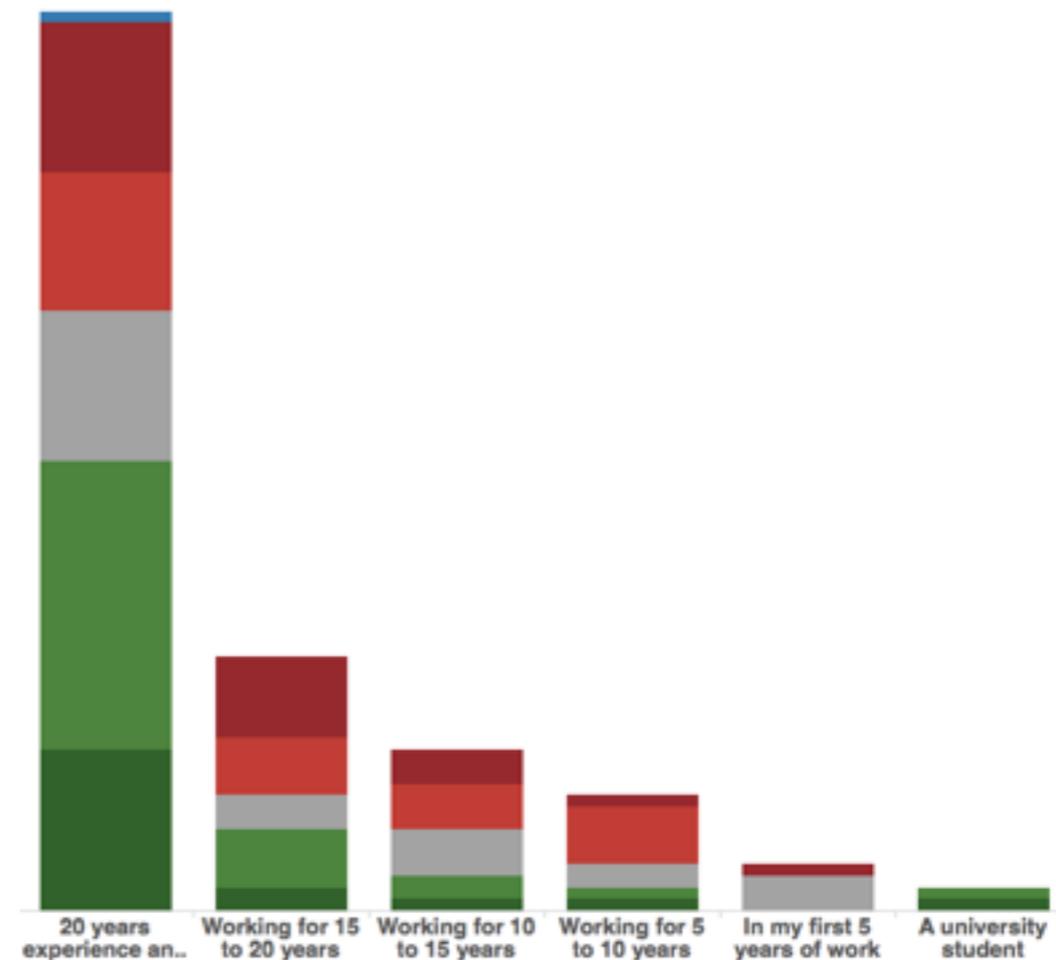


Position / Level of practice

A third of the respondents were Executives, 23% were from Senior Management, 20% were from Middle Management and only 6% were from Junior Management. 8% of respondents preferred not to reveal their position. While the stories shared by the Executives were slightly more positive than negative, the reverse was true for Middle Management and Junior Management. Junior Management had no positive stories. Senior Management had an equal number of positive and negative stories.

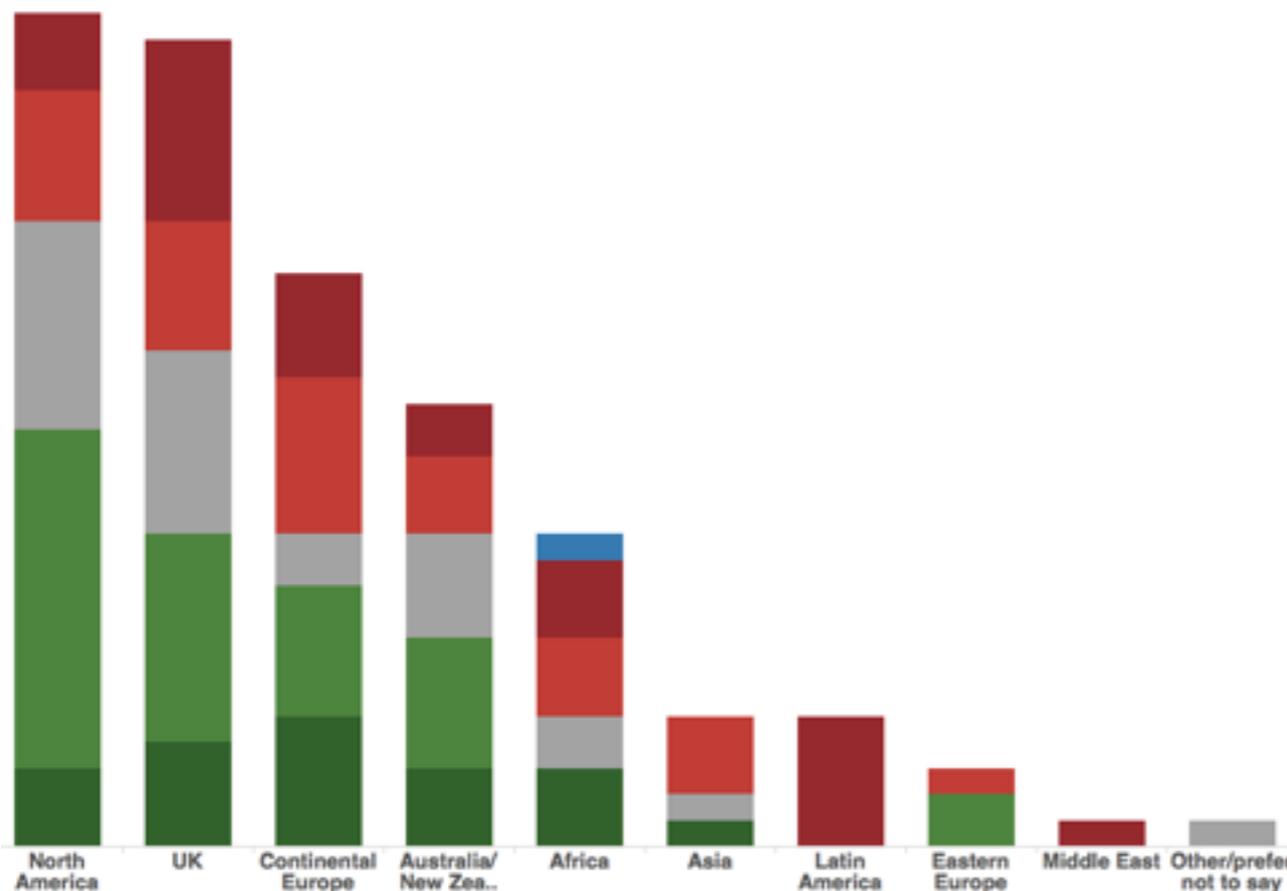
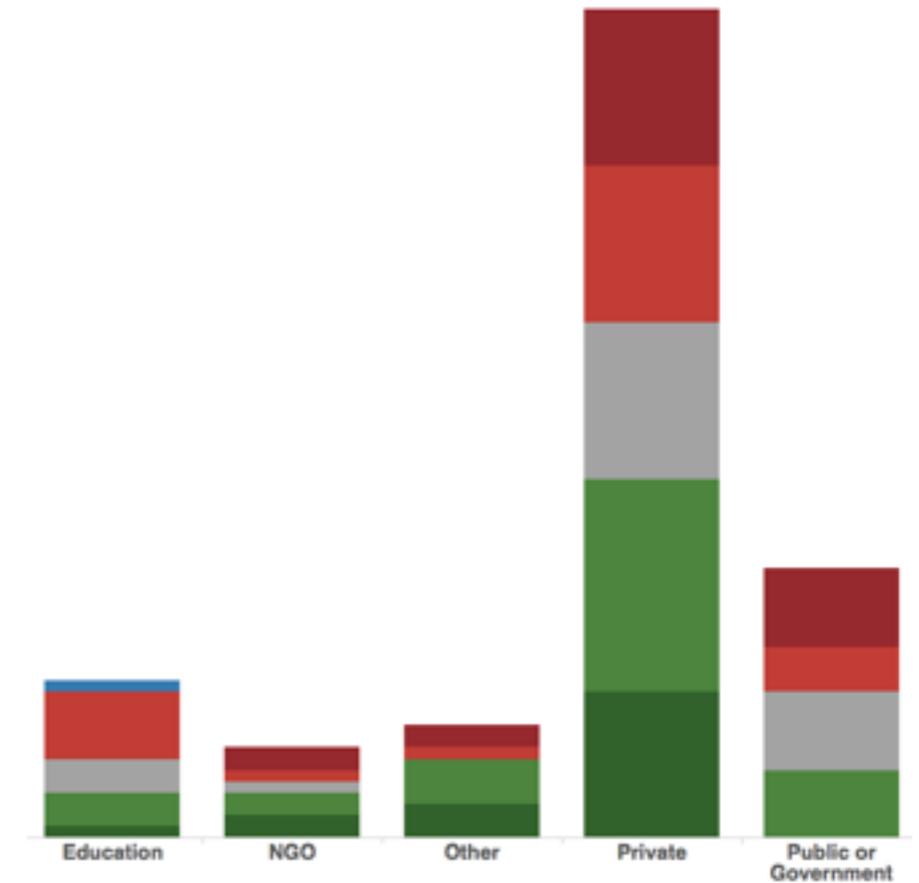
Work Experience

More than half (59%) of the respondents had been working for 20 years or more. 36% of respondents had been working for 5 to 20 years. Only 3% were in their first 5 years of work, and a mere 2% were university students. While there were more positive than negative stories shared by those who had been working for 20 years or more, the reverse was true for all other categories of respondents, save for the university students.



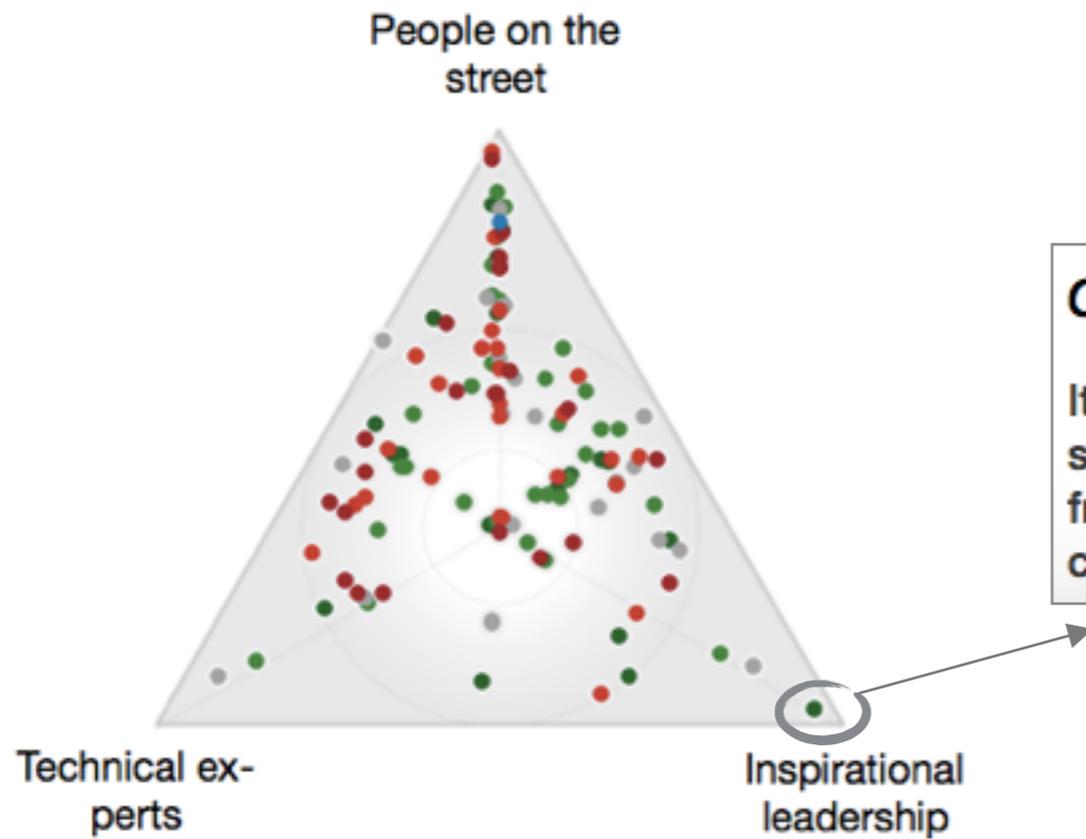
Industry / Sector

More than half (58%) were from the Private sector, 17% from the Public or Government sector, 11% from the Education sector, 8% from Other sectors, and 6% from NGOs. Amongst all the sectors, the Private sector had the highest proportion of positive stories.



I lived most of my life in...

A quarter of the responses were from North America, slightly less than a quarter were from the UK, 17% were from Continental Europe, 13% were from Australia/New Zealand, and 9% from Africa. Only 4% were from Asia, 2% from Latin America, and Eastern Europe and only one response from the Middle East.

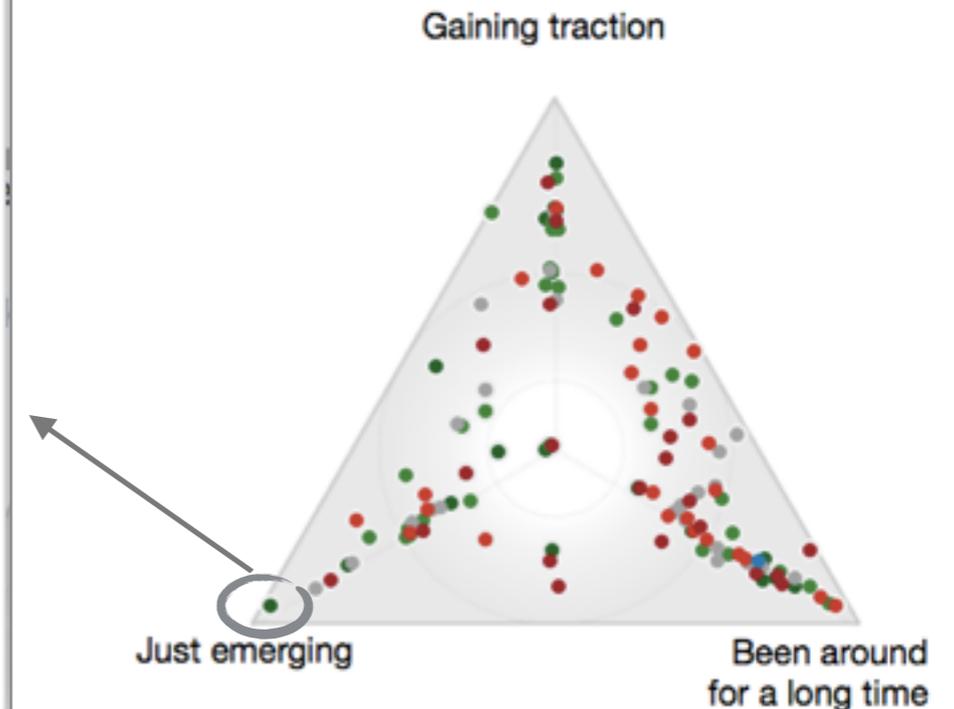


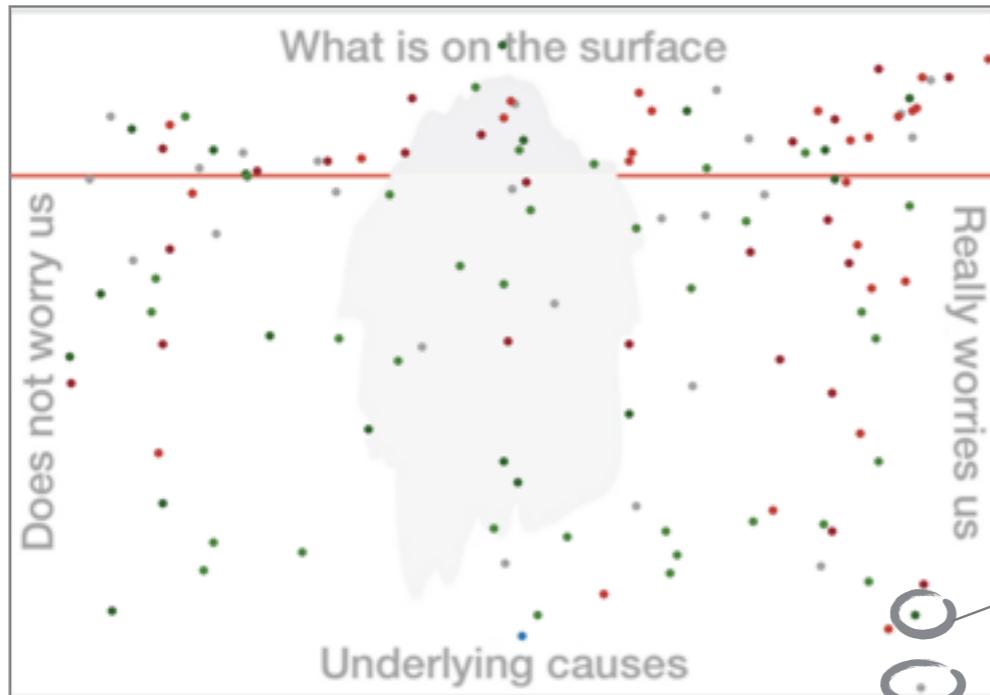
Overly rigid regimes often fail catastrophically

It was a vote of confidence for Tsipras but influenced little else. The situation was a stark reminder that the rules around the Euro currency from the outset had been too inflexible preventing adequate on-going course correction. What happened was therefore inevitable.

Nationalised assets bought by the EU to reduce the debt

After the referendum it was vital to create a new dynamic in the blocked negotiations. The deal was a simple one: the EU agreed to set up a fund which "Europeanised" (i.e. bought) all nationalised Greek companies and put them into a European trust fund equivalent to the "Treuhand" established by Germany at the time of Unification. The money raised by this purchase was used to slash the Greek debt substantially. In exchange for the debt cut the creditor nations therefore get tangible assets (companies) for their money not empty promises. As part of the package the Greek government then agreed to raise the retirement age flexibilise employment law and cut red-tape. As this steps proved to work for Greece it was then extended to all Member States allowing a major off-loading of debt and kick-starting of the economy. It also cut the ability of political parties to place their cronies in state enterprises and has set off some major gains in productivity.





Public Response

How to commit financial suicide in your absence!

In Greece most people didn't pay tax and retired early. their corrupt government lied to them and never told the EU the truth. Due to world economic trends the conspiracy was uncovered and they now cannot find anybody that will fund their debt. so the country is basically bankrupt. which is very bad news for the people who got screwed by their government for many years for not executing the rules.

Can't pay - won't pay - should not have lent!

Well its like this. Banks lent money to people that had no capacity or willingness to pay. Who is at fault? Well both really. The banks for giving them too much and the Greek government for not reforming their economy so that it would become more productive. The real victim here is the Greek people - the European institutions including their government let them down.

iPad Explorer

If you would like to engage with the data from the Referendum, download the free iPad1 SenseMaker® Explorer app.

The activity code, 'Greece' will give you access to the data from the Greece study.

After downloading the data using the provided activity code, you can explore and study the observations, comments, and experiences behind the patterns in the triads.

1 - note that for users without access to iPads, you may access the exported CSV file using any 3rd party tools. Commonly used tools include Excel, Numbers, R, and Tableau.

