

The Value Creators: a New Concept to Address Wicked Challenges

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SUMMARY

Society at large and organisations at a smaller scale, are being confronted with complex challenges that are global with a local impact, or local with a global impact and which are difficult, if not impossible, to solve. Examples are global warming, the world economic crisis, food security and depletion of resources. We call these challenges “wicked”, because for each possible solution, due to interdependencies, other questions and challenges arise. In wicked challenges, many stakeholders are involved with different and often contradicting interests. We need to prepare young professionals on how to collaborate with these different stakeholders to address wicked challenges, such as climate change, together.

This interactive workshop gives an insight into the new concept The Value Creators of the BBA program in Global Project and Change Management offered by Windesheim Honours College (WHC), the Netherlands. Participants will experience a method that is developed by the Value Creators Team, and which is called the 4E-model for Value Creation. This method can be used by stakeholders who are collaborating on complex challenges, like challenges with spatial and social aspects. The method guides the stakeholders through an individual and collective process in four steps:

1. Explore: What is the challenge about? What are possible causes and possible solutions? Think BIG AND DREAM!
2. Engage: if we want to realise one possible solution we selected; who should be involved? Think CONNECTED!
3. Elaborate: If we want to realise the solution we selected, what needs to be done by whom

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(stakeholders from step2)? Think REALISTICLY!

4. Evaluate: If we realise the solution we selected; which values will be created? Think ETHICALLY!

The method ensures that stakeholders discuss the challenge at hand from different perspectives, making us of collective knowledge and experiences and refocusing the attention from different interests to shared value creation.

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