

PRINCIPLES OF EXPERIMENTAL CULTURE

TRADITIONAL PLANNING

EXPERIMENTAL PRACTICE

<p>PREDICTABLE Outcomes are predictable and result from careful (process) execution</p>	Outcomes	<p>UNPREDICTABLE Outcomes are not predictable and result from trial-and-error</p>
<p>"WE KNOW" Using existing knowledge/methods to achieve desired outcomes</p>	Attitude	<p>"WE DON'T KNOW (FOR SURE)" Testing and seeing what works, or tapping into other sources of knowledge (citizens / partners)</p>
<p>A SPECIFIC FUTURE Planning is done for creating a specific future</p>	Planning	<p>MULTIPLE FUTURES Planning is done for multiple possible futures</p>
<p>REARVIEW-MIRROR Decisions are based on historical facts and past successes</p>	Decision basis	<p>FUTURE-ORIENTED Decisions are open-ended and based on indications from experiments</p>
<p>PROBLEM Citizens are seen as a problem to be solved or the cause of the problem</p>	Citizens	<p>POTENTIAL Citizens are a source of insight and potential for transformative action</p>
<p>HIGHLIGHT AND VALIDATE Knowledge is used to make generalisable assumptions on societal problems at scale at a point-in-time</p>	Purpose of knowledge	<p>UNDERSTAND AND GENERATE Knowledge is used to capture human experience/social complexity and test assumptions in real-time over time</p>
<p>PRESCRIPTIVE Policy documents that describe or prescribe a predefined course of action</p>	Tools	<p>EXPLORATIVE Innovation tools that enable creative thinking, collaboration and learning</p>
<p>INSIDE THE OFFICE Figure out from behind a desk what course of action to take</p>	Location	<p>OUTSIDE THE OFFICE Engage with users and stakeholders to figure out what course of action to take</p>
<p>CAMOUFLAGED Uncertainty and risks are camouflaged via detailed plans or sometimes even a deal-breaker</p>	Uncertainty and risk	<p>ACKNOWLEDGED Uncertainty and risks are coped with and minimised via trial-and-error approach</p>
<p>AVOIDED Failure is seen as something to avoid</p>	Failure	<p>EMBRACED Failure is accepted as part of iterative learning and improving</p>