



Cynefin Framework

by David Snowden *

Complex

Emergent Practice



Cause-Effect Relationship
Not Repeatable

Problem-Solving Method
Probe ► Sense ► Respond

Complicated

Good Practice



Cause-Effect Relationship
Separated in Time, Space

Problem-Solving Method
Sense ► Analyze ► Respond

Disorder

Chaotic

Novel Practice



Cause-Effect Relationship
Not Perceivable

Problem-Solving Method
Act ► Sense ► Respond

Simple

Best Practice



Cause-Effect Relationship
Perceivable, Predictable,
Repeatable

Problem-Solving Method
Sense ► Categorize ► Respond

* Developed by Welsh business consultant David Snowden in 1999, the Cynefin (“habitat”) framework is a typology of social systems that provides comparative guidance about how to operate successfully in each. DoBigGood’s evidence-based and adaptive approach to social impact is based on the belief that social change systems are complex, as defined by this framework, and require probing (experimentation) to identify pathways to success.