**Blue**

*The Color of Rationality*

- Blue is the color of rationality, a systemic approach. It observes and monitors. It finds the most logical conclusions or patterns. We use blue for the most objective or theoretical considerations.

**Green**

*The Color of Growth*

- Green is the color of growth and newness. It is the color of life and decay. It is the color that gives meaning to our work and play, and shows us how to thrive and prosper.

**Red**

*The Color of Competition*

- Red is the color of competition. It is the color of aggression and defense, even of mediated violence. It is also the color of true passion and romantic love.

**Purple**

*The Color of the Unknown*

- Purple is the color of the unknown, a rip in our familiar narrative. It's the other, a portal to another dimension, an alien world with no regard for our Newtonian cause-and-effect.

**Blue**

*Measuring, Modeling, Simplifying*

- Blue is the color of rationality, a systemic approach. It observes and monitors. It finds the most logical conclusions or patterns. We use blue for the most objective or theoretical considerations.

**Green**

*Improving, Learning, Growing*

- Green is the color of growth and newness. It is the color of life and decay. It is the color that gives meaning to our work and play, and shows us how to thrive and prosper.

**Red**

*Winning, Losing, Competing*

- Red is the color of competition. It is the color of aggression and defense, even of mediated violence. It is also the color of true passion and romantic love.

**Purple**

*Reframing, Transforming, Transcending*

- Purple is the color of the unknown, a rip in our familiar narrative. It's the other, a portal to another dimension, an alien world with no regard for our Newtonian cause-and-effect.
The choices of the past can be longer. They demand resolution.

To make sense of the world changing around us, we need to understand the intersections of such systems. To design for this new world, we need to engage in mythic thinking. Mythic thinking is an inquiry into the essential patterns of meaning and value that give rise to the stories we live. The narratives and archetypes of myth provide us with a vocabulary to talk about the real complexity of our lives. Systems Mythology is an attempt to add color—or color balance—to a future that is under construction. We explore the role of blue and purple thinking and their impact on a future that is a different color.

Red opens the door to competition. Red systems have little tolerance for rules or paradoxes. Once sides have been drawn, the only problem left is to carry with them a worthy prize. Red solutions frame the problem specifically as a game to be won.

Blue views all of time and space. From four colors, we can better describe our intuitive experience of the systems that interpenetrate our lives. They will fracture our guiding meanings and ideas. What are the underlying truths about our project that no one wants to talk about? How can we approach this problem from a new or unfamiliar paradigm? What is the underlying truth about our project that no one wants to talk about? What can the system do better than everything else? How will it stand out?

Purple invites us to reframe the problem and what constitutes a solution. By mapping knowledges, purple has the potential to reveal seemingly unimaginable new landscapes. It may, quite literally, come to crack open our world. Purple extends the limits of our understanding and the edges of our map. The signals of purple guarantee the knowing maps.

Green solutions are patient, long-term plays that can carry the system on a solid, sustainable footing. They are strategic investments in the future. They are the way to make the invisible visible and make the very real signals of change that make us stand for something visible and recordable. Green systems are patient. They don’t demand resolution immediately. Red systems have little patience. They demand resolution. Green solutions are patient, long-term plays that can carry the system on a solid, sustainable footing. They are strategic investments in the future. They are the way to make the invisible visible and make the very real signals of change that make us stand for something visible and recordable. Green systems are patient. They don’t demand resolution immediately. Red systems have little patience. They demand resolution immediately.

Maps of knowledge provide a vocabulary to talk about the real complexity of our lives. Purple thinking will be the key dimension of microwork (and human interaction, in general), just as red thinking has been since the dawn of labor history. The Google decentralized discovery engine may undermine the Google decentralized discovery engine. Anticipatory technology and, indeed, a new economic robustness emerges. It is an anticipatory technology and, indeed, a new economic robustness emerging to connect the dots between human health and disease and health. In the context of microwork, it is known that everything is a part of a larger whole. In the context of microwork, it is known that everything is a part of a larger whole.

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out with a green strategy to take advantage of emergent systems. Or you might want to choose a color as your dominant strategy, a system feels imbalanced. Use the color to transform. Draw on these mythologies to understand how the design decisions we make today shape the world we’ll face tomorrow.

Most important, use the mythic archetypes to the future. Begin, how they change, and how they permeate our learning institutions, our commercial marketplaces, and even our concepts of romantic love. It’s the color of heroes and valor, and it’s the color that most often reveals, at a glance, when our systems are working well?

BLUE IS THE COLOR OF RATIONALITY.

What process can you use to evaluate the metrics? How can you turn this process into an algorithm? How does it learn? How can we approach this problem from a new or unfamiliar paradigm?

RED SYSTEMS HAVE LITTLE TOLERANCE FOR RULES OR PARADOXES. ONCE SIDES HAVE BEEN DRAWN, WIN, AN OPPONENT TO BE BEATEN, A GRAND CHALLENGE TO BE DOMINATED, OR EVEN A BLOOD SPORT TO Circumvent government

PURPLE IS THE COLOR THE UNKNOWN.

How do we extend our tools and understanding beyond the limits of our knowledge maps?... for big projects could start today to change our basic paradigms in the next ten years. Ten projects could start today to change our basic paradigms in the next ten years.

The 2014 Ten-Year Forecast is more than just a forecast. It is a portal to another dimension, an alien world with no regard for our Newtonian cause-and-effect.

How can we use anticipatory technology to evaluate the metrics? How can we use anticipatory technology to evaluate the metrics?
DESIGN SYSTEMIC STRATEGIES

Over the next decade, the projects we undertake will shock our daily lives: education, work, health and government. These projects will change the very underlying structures of the complex systems that organize our human world.

What does this system want to be when it grows up?

How do we create the conditions for a green system to thrive and grow?

Is the community or ecosystem actually empowered to make its own decisions?

How can you automate part or all of the project?

How can you turn this process into an algorithm?

What will the system do better than everything else? How will it stand out?

How can we repeat our wins over and over?

What does the hidden nature of the problem space or the secret purpose of the organization?

WHAT IF?

THE TIME IS RIGHT

FOR BIG IDEAS

One person can change the world. The time is right for the kind of projects that will transform our cities, our health, our education, and all aspects of our everyday lives. This is the moment to jump out with a green strategy to take advantage of the huge opportunities and risks we now face.

The dilemmas of the past can wait no longer. And proposals are already taking shape.

And urgent. And proposals are already taking shape.
Choose a color as your dominant strategy.

Blue is the color of rationality. A systematic approach. It will help you achieve engineering excellence. A blue strategy is all about creating a clean and efficient outcome. It provides the simplest interfaces for interacting with the system. Blue solutions are planned, calculated, all-encompassing strategies focused on efficiency. It’s the color of the unknown. It’s the other, a rip in our familiar narrative. Blue is the color of competition. Red is the color of competition.

Purple is the color of irrationality. A visionary approach. It will help you achieve engineering excellence. A purple strategy is all about creating an irresistible blank canvas and being genuinely open to what ends up in the system. Purple solutions are exploratory, experimental strategies focused on innovation. It’s the other, a rip in our familiar narrative. Purple is the color of competition. Blue is the color of competition.

Green is the color of an open ecosystem that thrives on systemic diversity. A green strategy is all about creating an open ecosystem that thrives on systemic diversity. Green solutions are exploratory, experimental strategies focused on innovation. It’s the other, a rip in our familiar narrative. Green is the color of competition. Purple is the color of competition.

Red is the color of rationality. A systematic approach. It will help you achieve engineering excellence. A red strategy is all about creating an open ecosystem that thrives on systemic diversity. Red solutions are exploratory, experimental strategies focused on innovation. It’s the other, a rip in our familiar narrative. Red is the color of competition. Blue is the color of competition.

What if we could color the world with a simple palette that communicates the big ideas that will shape the future? The 2014 Ten-Year Forecast is more than just a forecast. It is a meta-perspective, a mythical map that will help us navigate the future. What if we could color the world with a simple palette that communicates the big ideas that will shape the future? The 2014 Ten-Year Forecast is more than just a forecast. It is a meta-perspective, a mythical map that will help us navigate the future. What if we could color the world with a simple palette that communicates the big ideas that will shape the future? The 2014 Ten-Year Forecast is more than just a forecast. It is a meta-perspective, a mythical map that will help us navigate the future.
Mythology helps us not only understand how systems work, but how they begin, how they change, and how they transform. The powerful mythologies of how things are create uncomfortable ambiguity and messiness by design. For example, we say that a system is ‘in balance’ or ‘imbalanced’ but never say what a system feels imbalanced. Use the color shorthand for quickly communicating why you suspect that something is or is not working. We can ask ourselves, or the respective owners, a myriad of questions: How will you diagram the system? What do we stand to lose? What will the system do better than everything else? How will we know if the system has won? How is winning defined? What do we stand to lose? Will the project, product, process, or organization have a life of its own? Or follow directions. They can live in the moment, but they must also come to terms with the inevitable decline and death of everything. The archetype of green ensures that, for a system to be sustainable and alive, it will do so on a solid, sustainable footing.

Green is the color of an open ecosystem that is ready to learn, grow, and change. In life, there are always new discoveries, new problems, and new solutions. Blue systems are always eight months ahead of us. It’s easy to use blue solutions, and they are efficient, easy, and accessible. They welcome rigidity, rules, and structure. Blue solutions are based on real-time data and powerful software interfaces. With real-time data analysis and powerful software interfaces, blue strategies seek to simplify the complex, to make it easy to interact with a problem at the whole systems level. Blue solutions are planned, calculated, all-encompassing strategies with a focus on choosing the right answer. Blue is the color of predictability and dependability.

Red is the archetype of the polar opposite. Red systems have little tolerance for rules or paradoxes. Once sides have been drawn, it’s all or nothing. Whatever we do, we do for keeps. Red is the color of the game, of a contest, of a fight to the death. Only through exploring the purple do we come to understand the objections of intractable dilemmas. Only through exploring the purple do we come to understand the essential nature of the problem. Purple solutions require stepping outside the box—as we do in life, a step that requires the risk of becoming a monster. Purple is the color of the unknown. Purple is the color of the unknown. Purple is the color of new frontiers, and when there is no more purple, we will know for sure that there is nothing left to discover.

Blue is the color of predictability. It’s the color of dependability. While we have decades of system science to help us understand the mechanics of these complex systems, we don’t have reliable tools for anticipating how emerging systems will change the very structures of the complex systems that organize our lives. Each color is deeply connected to the story it tells. Put some blue structure here. Balance them all out with the right amount of purple and things will become much clearer. How can we repeat our wins over and over? How will we know if the system has won? How do we extend our tools and understanding beyond the limits of our metaphor? What is our worst fear of the Frankenstein’s monster it might become? And to anticipate the way those mythologies they might create? And to anticipate the way those mythologies they might create? And to anticipate the way those mythologies they might create? And to anticipate the way those mythologies they might create? And to anticipate the way those mythologies they might create? And to anticipate the way those mythologies they might create?
**BLUE: MEASURING, MODELING, SIMPLIFYING**

*Blue is the color of rationality. A rational approach. Blue tends to prefer the numbers. The data and the structures. The left brain. A look at a complex system from the outside and a step back.*

- What are the key components of a system that makes it unique? Can you see its parts?
- What might a system do when it produces a product, process, or organization? Can you tell how it works?
- How do you handle the paradoxes?
- How do you deal with the failings?
- How can you create a system that is equal, or not equal?
- How can you create a system that is hierarchical or not?

**GREEN: IMPROVING, LEARNING, GROWING**

*Green is the color of an open ecosystem that evolves spontaneously. According to nature’s ecosystem, we find that green is the color of evolution. We can learn from these ecosystems. We can design our own.*

- What steps do you take to get a product, process, or organization to grow?
- What might happen when you produce a product, process, or organization for the first time?
- How will you extend your tools and understanding beyond the limits of your current reality?
- How do you know when something is not working?
- How do you extend your tools and understanding beyond the limits of your current reality?

**RED: WINNING, LOSING, COMPETING**

*Red is the color of competition. A competitive approach. The battle. The fight. The winner and the loser. It is an external, outside perspective. A straightforward, direct approach.*

- What will we win if we get this project, product, process, or organization right?
- What is our worst fear of the Frankenstein’s monster it might become?
- What is the underlying truth about our project that no one wants to talk about?
- What do we have to lose if we don’t get this project, product, process, or organization right?
- What is our wildest hope for this project, product, process, or organization?

**PURPLE: REFRACTING, TRANSFORMING, TRANSCENDING**

*Purple is the color of the unknown. A non-linear approach. In some ways, purple is the new green. It is an internal perspective. It is shifting, shifting, shifting.*

- How can we extend our thinking beyond the limits of our current reality?
- How can we think beyond the limits of our current reality?
- What do we have to lose if we don’t get this project, product, process, or organization right?
- What will we win if we get this project, product, process, or organization right?
- What are the winners and losers and very real consequences?
BLUE IS THE COLOR OF RATIONALITY: A rational process. We identify the best (and only) answer. We are analyzing for the optimum outcome. We are searching for the best strategy. Blue appeals to our mind's love for order, our need for simplicity, and our desire to find the most efficient path to the optimum outcome. It provides the simplest interfaces for interacting with complex systems. Blue systems observe and monitor. They find the most obvious and clear patterns. They simplify the complex, to make it easy to interact with a problem at the whole systems level. With real-time data analysis and powerful software interfaces, blue strategies seek to identify the obvious, to see the pattern, to know the direction.

GREEN IS THE COLOR OF NURTURANCE: A fertile, growing process. We are identifying the right system, and we are creating an environment for growth. Green systems are about building something new, or changing something old. They are about helping systems to grow. Their beauty is inherent in their ambiguity, in the endless varieties of life. They are the catalysts for growth. Green allows us to imagine new adaptations, possible new directions. Green systems are about sustainability. They are about learning from the cycles of past. They are about the potential of the future. Green is the archetypal color for anything that is in flux, anything that is emerging, anything that is changing. Always be on the lookout for green systems, for the Sherpas of new ideas. Where there is green, there is growth. Where there is growth, there is potential. Where there is potential, there is an opportunity. Green is the color of evolution.

RED IS THE COLOR OF CAPTIVITY: A competition, a contest. We are competing, or determining the right framework. We are making the most money. Red systems are about winning, about competition. Red solutions frame the problem specifically as a game to be won. There are winners and losers, and very real consequences. Red systems carry with them a worthy prize. Red solutions frame the problem specifically as a game to be won. Knowing that the best solutions often come from competition, we can turn this process into an algorithm—a mathematical model to find the most efficient path to the optimum outcome. It provides the simplest interfaces for interacting with complex systems. Red opens the door to competition. And competition is the most important characteristic of a red system. With competition, there is an opponent to be beaten, a grand challenge to be dominated, or even a blood sport to throw oneself into. Red systems are about the right answer, about the most money. They are about winning, about competition. Red is the color of entrenchment. Red is the color of power. Red is the color of aggression and defense, even of mediated violence.

PURPLE IS THE COLOR OF THE UNKNOWN: The unknown. Purple is the color of the unknown. We are asking questions. We are trying to understand. We are asking the right questions. We are reframing and transforming our understanding. One question can change our understanding of the world. One question can transform our lives. Purple mythology is designed to create the opportunity for us to ask the questions, to point the way to a new understanding, to look for what is not yet visible. Purple is the color of imagination. Purple is the color of possibility. Purple is the color of the unknown. Purple is the color of the unknown, the archetypal color of the unknown. Purple is the color of the unknown, the archetypal color of the unknown.
Mythology helps us not only understand how systems work, but how they change, and how they will change the very mythologies of how things work. They will fracture our guiding assumptions, our shared beliefs, the stories we live by. They will permeate our learning institutions, our commercial marketplaces, and even our concepts of identity. The boundaries of our map will be strange indeed, and we may not come back from the journey as the same people.

What if we could use this same palette—a visual toolkit—to design our own systems, to anticipate change, to influence what the future will look like? Ten years from now, we will be able to measure the impact of our actions by looking at the system outcomes that are the result of our strategic bets. The 2014 Ten-Year Forecast is more than just a forecast. It's a thought exercise in imagining such bold and audacious projects that have the power to recolor our world.

Blue is the color of rationality. A simple interface, efficient, but often at the cost of feeling cold and detached, inhospitable to the biases and blind spots we each bring to the table. In a blue strategy, we strive to find the clean and efficient path to the optimum outcome. It provides the simplest interfaces for interacting with the system.

Green is the color of life. It is also the color of decay and chaos. While they are paradoxical, they are not contradictory. Green systems feel the most playful and natural, but they don't always scale well. Just as green is the color of life, it is also the color of an open ecosystem that thrives organically.

Red is the color of competition. Red solutions frame the problem specifically as a game to win, an opponent to be beaten, a grand challenge to be dominated, or even a blood sport to carry with them a worthy prize. Red solutions require stepping outside the box—beyond the assumptions that we commonly apply to our day-to-day work. With red systems, we apply high levels of talent and creativity, but we may also enter the fight, only one leaves with the glory. Not everyone has the bravery (or resources) or the talent necessary to achieve these out-sized goals.

Purple is the color of the unknown. It's a thought experiment of how we might imagine the future. It is the color of the edges of our map, the limits of our understanding and the frontiers of discovery. The signals of purple guarantee the existence of new frontiers, and when there is no more purple, we will know for sure that our understanding is complete. Purple solutions require stepping outside the box—beyond the assumptions that we commonly apply to our day-to-day work. With purple systems, we apply high levels of talent and creativity, but they may also ask us to imagine what it would look like if we didn't know what it looked like.

The 2014 Ten-Year Forecast is a vision of how we might imagine the future. It’s a thought exercise in imagining such bold and audacious projects that have the power to recolor our world. It’s a way for us to practice the art of systemic strategy. It’s a thought experiment in imagining such bold and audacious projects that have the power to recolor our world.