

The Magazine Week 6.8 summary for UK magazine in early October 2009

A large wall chart displaying the distribution of magazine sales across various categories. The chart is divided into several sections, each representing a different type of magazine. The categories include:

- News**: Represented by yellow boxes.
- Entertainment**: Represented by orange boxes.
- Lifestyle**: Represented by green boxes.
- Children's**: Represented by blue boxes.
- Other**: Represented by white boxes.

The chart shows a significant portion of sales in the News category, followed by Entertainment and Lifestyle. Children's magazines account for a smaller share. The chart is being viewed by a group of people, including a man in a suit pointing at the data.

**The concept of “Social Messes.** Russell Ackoff, of the Wharton School, originated the concept of the mess. He describes messes as collections of problems and other messes, suggesting that “no problem ever exists in complete isolation. Every problem interacts with other problems and is therefore part of a set of interrelated problems, a system of problems.”

- complicated, complex, and ambiguous
- much uncertainty – even as to what the problems are, let alone what the solutions might be
- great constraints
- tightly interconnected, economically, socially, politically, technologically
- seen differently from different points of view, and quite different world views
- contain many value conflicts
- are often a-logical or illogical.

**A new group process for capturing expertise.** The Mess Mapping™ process is a general method for groups working on complex problems. It is based on the assumption that multidisciplinary task groups need special forms of group interactions in order to effectively use the expertise assembled. Nearly every expert in such a group has come to the table with their pet “solutions” to the “problem.” This interferes with deeper exploration of the mess as well the creative exchange.

The use of the physical metaphor of a “map” also intrigues them. It draws on their experiences of navigating in new territory as well as in the process of constructing the map which changes significantly over several sessions.

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You can print this mess map out at your local print service bureau.

[illegible]

Thirty directors and staff of the different agencies who had some role or part of their mission as suicide prevention.