

### **Confronting Complexity: designing towards a best-fit for common purpose**

What prevents us from achieving results that best fit a common purpose? Why projects often result in building what nobody wants, or projects that derail. Actually, these projects don't go wrong — they start wrong. And when they start right, they can still lose direction. Even the most advanced design and project management practices can hit impasses, leaving decision-makers struggling with multifaceted challenges. Traditional systems engineering and management sciences do not provide a constructive way out either, causing society to miss valuable opportunities towards a common ideal within reach. If only they realized that their puzzle was part of a bigger puzzle — and avoided fixation or bias to any curated outcome.

What's needed is an open, holistic design approach capable of confronting complexity, supported by robust decision-making systems. Odesys, a pioneering methodology developed by Prof. Wolfert at TU Delft, offers an open design systems approach, successfully applied in industry to tackle complex challenges. Its three-step 'systems thinking slow' process — (1) agree first, (2) act feasibly, (3) adapt flexibly — aims for synthesis to arrive at best-fit for common purpose solutions. Odesys turns complex decision-making right side up — putting decisions back on track

Odesys builds 'actionable bridges to anywhere', proven effective in fostering project management practices across various sectors. It untangles wicked problems whilst balancing individual design freedom, human equality, and stakeholder fraternity, to ultimately achieve feasible and purposeful outcomes best for projects and people.

Explore in this book how Odesys' innovative methodologies applied to real-world complex projects, can incite you to awaken your inner designer and confront complexity into success!

### **Dr. A.R.M. (Rogier) Wolfert**

A distinguished professional in integrative design and management, Dr. Wolfert brings over 30 years of work-experience with leading service providers, including VolkerWessels, Hochtief, Fluor, T-Mobile, and Huawei, among others. Currently, he is a project director at Boskalis and managing associate at Odesys cv, where he pioneers human-centred and model-based management approaches using open design systems while also educating 'young stars' to confront complex engineering management challenges.

As a former professor at Delft University of Technology, he effectively bridges the gap between engineering and management, academia and industry, as well as research and development. His unique blend of academic rigor and real-world expertise drives significant improvements, enhancing performance, participation, and purpose across various sectors. Lastly, he considers both 'outer' observation and 'inner' experience essential companions on his odyssey into the emerging future.

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