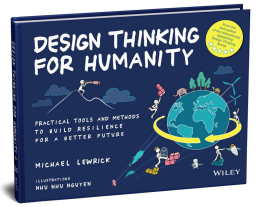
Project:
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Causal Loop Diagramming (CLD)

Quick guide: A causal loop diagram maps how the variables in a system influence one another, revealing where those influences form cycles of reinforcement or stability.

More tips & tricks on book page: 246



Lewrick, M.
Design Thinking for Humanity
ISBN: 9781394366392
www.design-humanity.com

1 Identify Key Variables

Brainstorm the key variables in the system. List key variables that can increase or decrease over time (e.g., "Urban Population," "Level of Pollution," "Community Trust").. Rule of thumb: variables must be nouns that can increase or decrease.

1.
2.
3.
4.
5.

2 Identify the Feedback Loops – Loop Narratives

Reinforcing loops amplify change (an even number of "–" links); balancing loops seek stability (an odd number). Name each loop and tell its story.

Balancing (B)
Name the loop, e.g., "Market saturation„

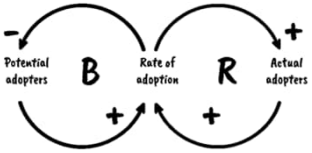
Tell the story: as X grows, it hits a limit…

Reinforcing (R)
Name the loop, e.g., "Viral growth„

Tell the story: as X goes up, Y goes up…

3 Map the Causal Links – The System Map

Draw arrows between variables to show causal relationships. Label each link "+" (same direction) or "–" (opposite direction).. Mark system delays with a double hash [//].



Mapping Key

+ Same direction (S)
– Opposite (O)
R Reinforcing loop
B Balancing loop
‖ Delay

Analysis Tip

Identify the engine (reinforcing) versus the brakes (balancing). Which loop is dominant right now?

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