Epiphanies and the Systems Paradigm: Towards the Discovery of a Systems Thinking Red Pill

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Introduction: We examine the potential of a systems thinking epiphany in the context of business and also analyze potential methods of inducing such an epiphany. Our study details the systems thinking epiphany of Sam Carpenter. Sam's profound systems thinking epiphany is viewed through the lens of Loder's (1981) work on transformational knowing. The study then discusses a potential method of reproducing this epiphany through deliberate practice in systems thinking. Finally, the study concludes by considering challenges in the systems thinking literature with respect to utilizing that body of literature towards the creation of a systems thinking deliberate practice. This study represents an introductory academic work on the potential for a systems thinking epiphany. It is one of the first studies to merge the literature on epiphanies with the work done in deliberate practice.

Methodology: The methodology of this study is narrative analysis. The study examines the narrative given by business owner Sam Carpenter regarding his systems thinking epiphany. This narrative is juxtaposed against the academic literature on epiphanies to more fully comprehend Sam's awakening. The study also employs a theoretical framework of deliberate practice to explore the possibility of reproducing the systems thinking epiphany in others.

Findings: Through the analysis of Sam Carpenter's systems thinking epiphany and the exploration of reproducing a systems thinking epiphany through deliberate practice, the study represents an initial step towards devising a systems thinking "red pill". The study not only highlights the potential and usefulness of a systems thinking epiphany but also lays the theoretical groundwork for devising a method to reproduce this epiphany.

Originality: This study represents an initial theoretical examination regarding how to capture and reproduce systems thinking epiphanies. The study ties together the following three streams of literature: 1) academic literature on epiphanies 2) deliberate practice research and 3) studies in systems thinking. To the author's knowledge, this is the first study to bring together these three streams of literature.

Conclusion: The current study represents an important contribution to the systems thinking literature. First, to our knowledge, this is one of the first academic studies, to examine the possibility of a systems thinking epiphany. Second, this is one of the first studies to examine the potential of a

system thinking deliberate practice to induce a systems thinking epiphany in the context of business. Harnessing the potential of a system thinking epiphany could have profound and transformational effects for business owners and many other types of professionals.