

2016 Geoff Coyle Medal Winner

Chris Spencer (Strategy Dynamics)

Chris Spencer has been awarded the 2016 Geoff Coyle Medal for his work in developing the Sysdea System Dynamics software, which makes System Dynamics modelling properly accessible to practically anyone.



Simon Shepherd (Left), the UK Chapter President, presenting the Geoff Coyle Medal to Chris Spencer (Right)

Chris' browser-based approach brings System Dynamics modelling squarely into the 21st century and exploits all the benefits of the Cloud. Chris has also clearly put much thought into ease-of-use and demystification of preceding approaches, not only to modelling but also to the practicalities of System Dynamics. In a nutshell, he has created a simulation package that is easy to understand. Because it is sharable and browser-based, there is nothing to install and there is no barrier to looking at, running and understanding models by people with no training in System Dynamics or System Dynamics software. Novices can open the web app and create working models with much more efficiency than ever before.

There are two outstanding features of the Sysdea software that justify the award of the Geoff Coyle prize to Chris Spencer. First, the speed with which models can be created. The design concept makes model building fast and easy. Second, the ease of sharing the models, either finished for review or in co-creation. This is a great benefit in teaching, as well as for practical business applications and even scientific use. Chris Spencer is highly deserving of the prize and the policy council have no doubt that Geoff Coyle, once recovered from the shock of how easy Sysdea makes System Dynamics, would agree wholeheartedly.

The Sysdea software, for which Chris has been awarded the Geoff Coyle Medal, can be found at www.sysdea.com. In addition the Sysdea User Guide can be downloaded from www.sdl.re/sysdeaguidePDF, and there are more resources at <http://resources.sysdea.com>. A copy of the presentation Chris gave at the conference is available from <http://systemdynamics.org.uk/wp-content/uploads/2016-Day1-Spencer-Presentation.pdf>.