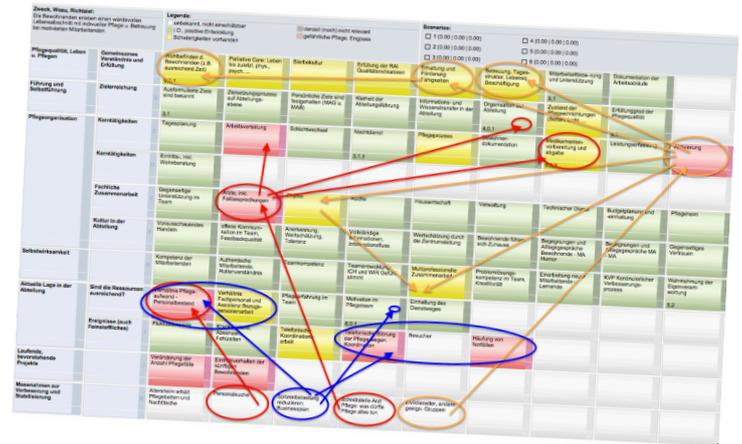


SMC Sokrates Map Concept
*Visual Thinking for better understanding
and a new sustainability of conferences*



SMC Sokrates Map Concept ...

... is an innovative visualisation tool designed to aid and improve effective decision making.



Dr. Reto Schneider

The Sokrates Map Concept allows a three dimensional drill down into organizations or systems, providing new levels of insight and understanding. At the same time, it allows overview of integrated structures within an organization, encompassing crisis management, governance and R&D among others.

Using the Sokrates Map Concept, decision makers have a dynamic overview of an unfolding scenario, enabling pattern detection. It allows users to be faster to the market and scenario test decision options. Correction times and become quicker, acceptance of change becomes higher and innovation becomes smarter and cheaper. With more effective navigation, risks and opportunities can be observed earlier.

The Sokrates Map Concept is a combination of 'Visual Socratic Dialogue' and the use of applied morphology. Sokrates was developed by morphologist Thomas Braun, CEO of the Institute of Applied Morphology. The concept is designed to magnify and clarify collective knowledge to benefit decisive decision making.

Sokrates mapping is widely used and tested by private companies, government organizations, schools and university bodies. The library of Sokrates user maps is growing on a daily basis. The methodology can be used in its printed forms within discussion groups; or in web based systems.

SCM Sustainable Conference and Meetings

Use insights from conferences and meetings, make them visual and use them as a basis for highly informed decisions.



Dr. Christoph Nabholz

The idea is simple: collaborative action is more effective than individual action. In a complex world, it is necessary to observe business from several points of view.

The question is: How can we best facilitate collaborative action to produce an intensive problem solving dialogue?

The Institute of Applied Morphology is specialised in research, developing and training instruments for fast and precise thinking. The solutions are based on well established methodologies, such as Socratic dialogue, the Diogenetic spreading and simplifying and others.

Visualization is an important part of this process. Our brains are better trained for visual recognition rather than logical deduction. If logical information is processed into visual information, the capacity of our brain is much higher. A picture often does say a thousand words.

The Sokrates Map Concept is a helpful and easy tool to create a general understanding of complex situation. SMC makes crowdsourcing more effective.

Steps to the development of the Sokrates Map Concept:

1. Gather the relevant input data
2. Arrange the data into a system map
3. Identify resources or bottlenecks
4. Detect hidden connections
5. Find knowledge gaps
6. Establish a strong decision base to test ideas, strategies and actions
7. Use the decision base to actively control the achievement of objectives

For further information, please contact Swiss Re, Dr. Christoph Nabholz, or Dr. Reto Schneider, or directly the I.A.M. Institute for Applied Morphology.

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