



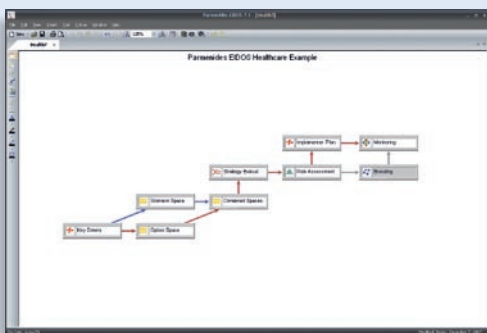
ειδος

**Parmenides EIDOS™**

**Visual Reasoning and  
Knowledge Representation**

## Complexity and Thinking – the Growing Gap between Skills and Challenges

Rapidly increasing complexity and an accelerating pace of structural change constitute qualitatively new challenges for which human cognition is not well prepared. The present gap between challenges and innate cognitive skills has emerged because cultural evolution outpaced biological evolution by orders of magnitude. The purpose of the Parmenides EIDOS™ methodology is to help close this gap. It utilises the powerful parallel processing capabilities of the visual sense for supporting thinking and reasoning tasks. People who have to analyse problems, develop strategies and make decisions can benefit most from it.



### Parmenides EIDOS™

A visual reasoning language that improves

- our ability to deal with complexity,
- understand and shape structural change,
- capture and communicate the respective insights.



## An Evolutionary Perspective on the Human Brain

The last major evolutionary transition of the human brain was the development of syntactical language skills – about 100 thousand years ago. Most of the human brain, instead, is still the result of adaptations to environments and challenges that are millions of years old. In this setting fast recognition of complex visual patterns, often highly blurred, was crucial. Our respective skills are outstanding.

Today we have to understand and shape highly complex structures and dynamics to which we often do not even have direct perceptual access. Representing them via language-based thinking processes has severe constraints. Both, our working memory capacities and our actual processing routines are very limited in this regard.

The task of Parmenides EIDOS™ is to translate the new challenges in a way that the outstanding visual processing skills which we do possess can be used for solving them – hence the idea of a visual reasoning language.

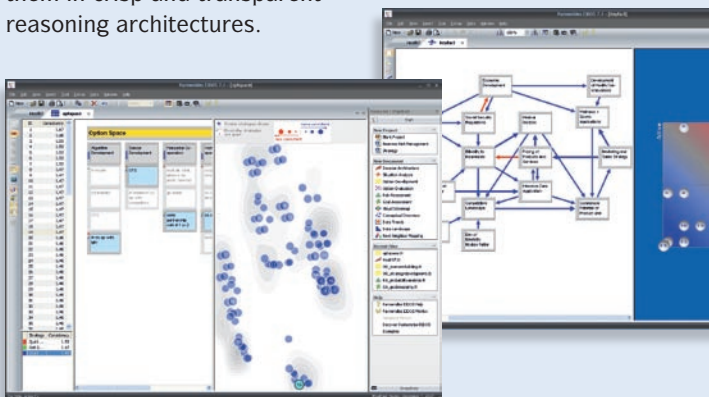
**In a knowledge-based economy thinking becomes the core value creation process. The ability of organizations, institutions and societies to foster outstanding thinking determines their success.**

## Supporting Human Thinking Skills

Mankind has been using tools in order to expand innate capabilities in almost all fields of life – but hardly ever for the task of thinking as such.

We do possess a broad spectrum of support-tools for quantifiable tasks. Likewise, there is a plethora of approaches visualising quantitative relations. But for the actual, qualitative thinking processes – i.e. the acts by which we connect existing mental content in order to gain new insights – there is hardly any qualified support.

Based on the study of how thinking actually works and how it is implemented in the human brain, new approaches to support thinking become possible. They disaggregate complex - and often nebulous - tasks into their basic cognitive operations, visualise those individually, and recompose them in crisp and transparent reasoning architectures.



By doing this the ability to deal with complex issues, both, on an individual base and in groups, can be significantly improved. At the same time this methodology allows capture of (systemic) knowledge instead of only (linear) information.

Storing knowledge as knowledge requires that the recipient is provided not only with the results of thinking processes. Instead, he or she should be enabled to unpack and “re-run” the underlying thought processes as such. Exactly this kind of capturing “knowledge as knowledge” is a side-effect that results from supporting thinking with a visual reasoning language.

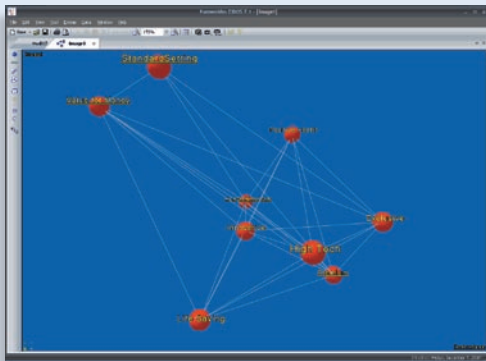


**Parmenides EIDOS™** is an innovative approach that has been used successfully already both in the private and public sector to support the thinking and reasoning processes necessary to solve problems, define strategies and evaluate scenarios in environments characterized by high degrees of complexity, controversy and uncertainty.

● **Parmenides EIDOS™ – Visual reasoning and knowledge representation.**

## A modular and highly flexible architecture of powerful visual tools for:

- Handling / reduction of complexity
- Thinking and reasoning
- Structuring and analysis
- Decision-making
- Debate / building alignment



## Benefits of Parmenides EIDOS™

Efficiency of discussions, thinking and reasoning

- Identification of tasks and issues
- Strategic reasoning process
- Implementation and monitoring

Capture and communication of thoughts, arguments and decision

- Learning organization
- Institutional knowledge base
- Buy-in and roll-out

Quality of reasoning and decision-making

- Precision
- Originality
- Relevance

## ● Users

Large and midsized corporations, governments and governmental institutions, task-forces, defense and security institutions, non-profit organizations, universities as well as scenario and strategy consultants.

Parmenides EIDOS™ provides an integrated reasoning platform applicable from board level to operative staff and from cabinet level to policy units.

### ***Tasks and applications***

*Innovation strategies for corporations and countries, cities and communities | inhouse consulting | strategic selling and sales controlling | market and business intelligence | financial controlling and project management | strategic emphasis | strategy development and comparison | scenario development and monitoring | IT strategy development | risk management and evaluation | security and application in proactive defence | marketing | brand development | strategic selling | procurement strategies | intelligent saving | communication strategies | Interactive Knowledge Backbone™ | context analysis | benchmarking | next neighbor mapping | evaluation and profile development, monitoring | innovation-based development | human resources | country/corporate development | intelligent donor strategies | competitive strategies | poverty reduction strategies | impact assessment | knowledge capturing for donors | good governance, intergovernmental learning | mediation | crisis prevention and many other complex and challenging thinking processes*



# εἶδος

'Eidos' refers in ancient greek to 'form' or 'underlying concept'. Being derived from the notion 'eidein' (seeing) it specifically refers to a capacity that could be described as 'seeing with the mind'.

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