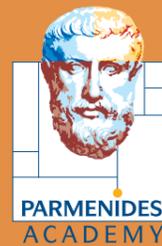


CEP COGNITIVE EXCELLENCE PROGRAM



THE KEY TO COPING WITH COMPLEXITY AND UNPRECEDENTED CHALLENGES

In a nutshell

- Complexity explodes, structural change is the new normal
- “Standard recipes” no longer suffice; outstanding, authentic thinking skills become the crucial resource
- Pioneering research produced powerful means to deal with complexity and to interpret and shape processes of structural change
- In the CEP top scientists familiarize the participants with a powerful visual reasoning methodology and 24 selected thought patterns from different disciplines
- Results:
 - Outstanding skills in authentic thinking and innovative problem solving
 - New means to communicate and implement key solutions
 - A push for the innovation culture of a company and an improved CQ (corporate intelligence quotient)

Rationale

- Self-acceleration of techno-scientific progress
- Rapidly growing complexity and permanent structural change
- Interaction in transition to a global, increasingly knowledge-based economy
- Standard solutions no longer suffice in new circumstances
- Requirement to present genuinely novel solutions via the utilization of outstanding authentic thinking skills
- However, art and craft of cognitive excellence often overlooked and hardly developed and facilitated in most business environs and public domain

The three components of the curriculum

- Introduction to the theory of complex thinking and its neurobiological foundations
 - Introduction to and practical application of a visual reasoning methodology which supports the human brain in situations of high-level complexity and represents knowledge in an interactive re-thinkable format
 - Study of 24 powerful thought patterns and practical exercises in their application
- The thought patterns have been identified and refined in an international, five-year research program initiated by Parmenides Foundation
- The CEP covers thought patterns from various disciplines:
- six from physics, mathematics, theory of complex systems
 - six from evolutionary and developmental biology
 - six from cognitive and neurosciences
 - six from philosophy and the study of complex thinking

About authentic thinking

- Confronted with a genuinely novel task the human brain draws on its' repository of existing thought patterns and tries to adapt and recombine those in a way that fits with the challenge at hand.
- Two factors drive success or failure in this:
 - (a) the richness of the available repository of thought patterns, and
 - (b) the speed and precision in adapting and recombining them.
 - The overarching goal of CEP is to develop and facilitate authentic thinking skills

“WE CAN'T SOLVE PROBLEMS BY USING THE SAME KIND OF THINKING WE USED WHEN WE CREATED THEM.” (Albert Einstein)

Who should attend?

- Strategic thinkers and decision makers, in particular
- Board members, members of the supervisory board and company owners
 - High potentials
 - Directors of government institutions and NGOs
 - Leading investigators

Format

- Six two-day seminars, distributed over six months
- Block formats are available on request, minimum of 12 participants
- All lectures are conceptualized by leading scientists in the respective fields in cooperation with management experts
- Minimum number of participants per institution: six, maximum number of participants per seminar: 24
- All groups with six participants are encouraged to define a theme for an entire strategy project which is then assessed and processed during the seminar

Well-known faculty members and lecturers, among others

Prof. Dr. Julian Nida-Rümelin

PHILOSOPHER



Director of Scientific Advisory Board at Parmenides Academy GmbH
Former Dean of the Faculty for Philosophy, Ludwig-Maximilians-University (LMU), Munich
Former Federal State Minister for Culture and Media

Prof. Dr. Benedikt Grothe

BIOLOGIST



Director of the Munich Center for Neuro-science, Ludwig-Maximilians-University (LMU), Munich
Co-Director of the Parmenides Center for the Study of Thinking
Former Dean of the Faculty for Biology, LMU

Prof. Dr. Ernst Pöppel

NEUROSCIENTIST



Director of the Parmenides Center for Art and Science
Former Director of the Human Science Center, Ludwig-Maximilians-University (LMU), Munich
Former Head of the Institute of Medical Psychology, LMU

Prof. Dr. Albrecht von Müller

PHILOSOPHER



Co-Director of the Parmenides Center for the Study of Thinking
Scientific advisor to several governments and international companies
Pioneer in visual support of complex thinking

Prof. Dr. Eörs Szathmáry

EVOLUTIONARY BIOLOGIST



Professor of Biology, Eötvös Lorand University (ELU), Budapest
Director of the Parmenides Center for the Conceptual Foundations of Science
Chairman of the PhD program in evolutionary genetic and conservation biology, ELU

Prof. Dr. Thomas Filk

THEORETICAL PHYSICIST



Professor at the University of Freiburg
Studies coordinator at the Dept. of Physics
Renowned expert in the conceptual foundations of quantum physics

The key benefits

- Massively improved capability of participants to think innovatively and to develop solutions for unprecedented challenges
- Specific strategic proposals for challenging issues – equivalent to the output of high-level consulting
- A major push for the corporate innovation culture and CQ (corporate intelligence quotient) and systematic focus on IP generation, as well as utilization
- A strong cross-cutting network of alumni and future co-operation partners
- Powerful tools to attract and keep high potentials, i.e. to succeed in the “war for talent”
- ACP (advanced cognitive profiling) as a new methodology for high potential human resource development
- A strong, pre-connected task force for highly complex innovation and transformation projects– and for trouble-shooting, if needed.

For more information please contact
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