

2009/2010

# KNOW-WHY

**Your Success**  
depends on your ability  
to understand the  
complexity of your  
challenges!

The world is getting more and more complex and so are our challenges in business, politics, society and our private life. To cope with complexity we need the help of the **MODELER** and **KNOW-WHY**.

It is known that we cannot think of the dynamic interplay of more than 4 factors. Nevertheless we face tasks that include by far more than 4 factors almost every day. The economy therefore declares systems thinking as the crucial competence to managers of all businesses.

Of course most managers are convinced that they are systemically thinking every day and that they need no method nor software to do so.

Well, they think systemically, but they are limited. And instead of improving systems thinking they shy away from any effort of learning with arguments like: 'it's too complex to be simulated', 'the assumptions within a computer model are too arbitrary' etc..

They instead ground their decisions on best practice from the past and at best comparable circumstances or on their guts feeling also known as intuitive intelligence.

The reason that after more than 50 years of systems thinking, of cybernetics, system dynamics etc. and all the software products still few know or even apply them is, that they are too complicated.

With the **CONSIDEO MODELER** we now have a software that is so easy to use, that school children all over the world already use it - next to renowned companies and even organizations like the **NATO** or the **Asian Development Bank**.

To model with the **MODELER** means to visualize thoughts and arguments. As easy as mind mapping you can model qualitatively by weighting connections or if you want to include data in more sophisticated models you can quantify them. The **OLAP MODELER** in addition allows to include your business data from **SAP** etc. and the **PROCESS MODELER** allows to play scenarios on projects and processes, to identify constraints (ToC) and effective measures.

For more on the **MODELER** please visit **Consideo** at [www.consideo.com](http://www.consideo.com).

I am one of the heads of **Consideo**. With **ilsa** I am a trainer, consultant, coach, lecturer and book author for many years. Together, **ilsa**, **Consideo** and a

network of more than 50 partners from all fields offer you profound assistance.

To model a complex situation with the **MODELER** doesn't guarantee that you consider the crucial factors. And even if you have included them you still have to interpret their meaning.

That's why I have developed **KNOW-WHY**. **KNOW WHY** is an alternative approach of systems thinking, very easy to adopt to your everyday challenges.

Whenever you explain something to children at a certain age they again and again ask 'Why'. Well, this is a crucial question adults seldom ask. Instead we try to explain everything with descriptions, with know-how and many if not most questions remain unanswered.

The **WHY** is very simple. Everything has to succeed in a struggle for life. It has to adopt or integrate to the circumstances around it as well as it has to develop with the change around it and in competition to others around it. This applies to everything from species to societies, from strategies to projects, from enterprises to products, from organizations to every individual.

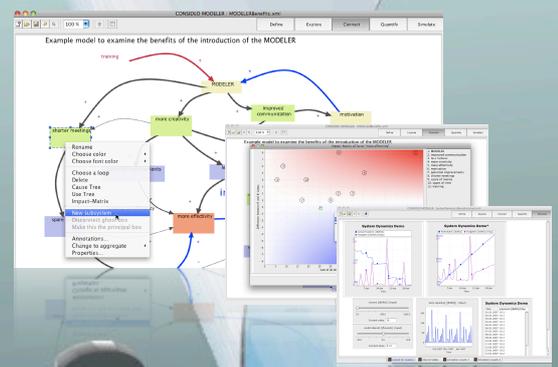
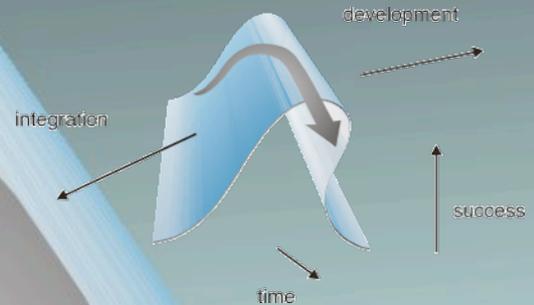
The human being for example is motivated by its feelings to integrate and to develop.

Many problems and also successful measures are explained with the longer lack of dual integration and development.

Knowing this you can reflect on everything around you applying **KNOW-WHY**-thinking.

Building a cause-effect-model you can use the **KNOW-WHY**-method to structure your model and creatively ask for the crucial factors to your challenge.

Do you know the **WHY** of your success or your problems?



# ilsa

## Coaching

We can work as consultants, facilitators or coaches to cope with your challenges. With Remote Coaching we can even help via email and telephone. You send a brainstorming of your first factors and we start building a cause-impact model using the **KNOW-WHY**-method

## Training

We offer Inhouse-Workshops and one day Open Workshops working on your concrete challenges - action learning at its best. You become a Practitioner of **KNOW-WHY** or after a test a Master of **KNOW-WHY**. Afterwards you can get Coaching on the Job for a sustained success.

## Costs

1.000 EUR/day, 100 EUR/hour, 395 EUR for Open Workshops and 75 EUR testing fee to become a Master of **KNOW WHY**.

## ilsa Consulting & Coaching

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