



Note

Summary of the distinctive services (servicemarks: SM) and products (trademarks: TM) that establish the *brand* of Systems PlanningSM. The respective *logos* are displayed at the website — including its stylised domain name (systemsplanning.org). The *brand uniqueness/ differentiation* of Systems PlanningSM (i.e. distinctive marks/ character, operating principles, and premium value) is detailed in the Office technical folio (Perdicoulis, 2016a).

1 Institution, divisions, and interfaces

Holon

Systems PlanningSM — the platform (Perdicoulis, 2014c); motto: *The art of efficiencyTM*

Interfaces

Blueprint ExecutiveSM — the *executive interface*

Perdicoulis PublishingSM — the *editorial interface*

Divisions

R&D LabSM — the *innovation division*

Planning StudioSM — the *praxis division*

Systems SchoolSM — the *teaching division*

Interactivity

Extension: **Specialist WorkshopsSM** — e.g. Reverse BlueprintsTM, Impact TracingTM

Extension: **Scholarly ClubsSM** — e.g. The Classics ClubTM; motto: *Culture beneath techniqueTM*

Extension: **Boutique ConsultingSM** — project guidance in a *counselling* mode (Perdicoulis, 2015a)

Extension: **Cognitive CoachingSM** — project guidance in a *facilitating* mode (Perdicoulis, 2015a)

Extension: **Academic MentoringSM** — scholarly guidance in a *reflective* mode (Perdicoulis, 2016b)

Extension: **Insight LecturesSM** — educational talks on praxis and abstraction (Perdicoulis, 2016b)

Extension: **Outreach SeminarsSM** — explanatory or motivational talks (Perdicoulis, 2014e)

Extension: **Academic ActivismSM** — community awareness through reflection (Perdicoulis, 2014e)

Association: *Network* — e.g. Scholarly WebSM, Systems AllianceSM, Planning PartnershipSM

Involvement: *Community Challenges* — e.g. DeciphersSM, InducersSM

2 Innovation and products

Platform

Holistic Conduct PlatformTM — what Systems PlanningSM actually is (Perdicoulis, 2014c)

Cognitive Base

Classic EducationSM [process] — holistic personal development (Perdicoulis, 2014i, 2016b)

Integrated KnowledgeTM [product] — subject matter development (Perdicoulis, 2014i, 2016b)

Character

Visual ArgumentTM — diagrammatic expression of arguments (Perdicoulis, 2014d,c, 2016a)

Big UnderstandingTM — comprehension of structure and function (Perdicoulis, 2014i,c, 2016a)

Sound ExchangeTM — trustworthy communication (Perdicoulis, 2014k, 2015b, 2014c, 2016a)

Reliability Principles

Solid FoundationTM — good science and engineering (Perdicoulis, 2014c)

Human SensitivityTM — sophisticated stakeholders and professionals (Perdicoulis, 2014c)

Literary FinesseTM — advanced communication and understanding (Perdicoulis, 2014c)

Practical ApplicationsTM — advanced problem-solving and decision-making (Perdicoulis, 2014c)

Poised DistinctionTM — quality work over popularity (Perdicoulis, 2014c)

Operating Principles

Unassuming ConfidenceTM — *stance* (Perdicoulis, 2014c)

3D PolicyTM — *commitment* (Perdicoulis, 2014c)

Positive AttitudeTM — *relations* (Perdicoulis, 2014c)

Passionate about PerfectionTM — *drive* (Perdicoulis, 2014c)

TactfulnessTM — *manner* (Perdicoulis, 2014c)

Selective CommissioningTM — *assignments*^a (Perdicoulis, 2016a)

Methods & Techniques

SPMTM — the *methodology*, including individual methods (e.g. ECT_[M], DCA_[M], QSM_[M])

SPMLTM — the *language*, including individual techniques (e.g. RBP_[T], CPD_[T], DCD_[T])

Vision

SF2TM — the *vision*, including X-ray ViewTM, Explicit PlanningTM, and Visualisation AdjustmentsTM

X-ray ViewTM *on intangibles* as the analytic aspect of the SF2TM vision

Explicit PlanningTM *modus operandi* as the procedural aspect of the SF2TM vision

Visualisation AdjustmentsTM as the information refinement utility of the SF2TM vision

Workshops

X-ray PackTM series Combinations of methods and techniques (e.g. Impact TracingTM)^b

MasterclassTM series Advanced-level Specialised WorkshopsSM addressing complex planning issues

Pro UtilityTM series Professional artefacts^c associated with the Specialised WorkshopsSM

R&D Style

BonaFideTM Character — enquiry (e.g. knowledge, understanding); ethics (e.g. publishers, sponsors)

RigorousTM Conduct — preparation, execution, reasoning, communication

EsteemedTM Outcome — applications, feedback, dissemination

Editorial Style

CasualFlowTM Editorial Process — non-periodical and non-pressured

OpenReviewTM Editorial Process — focus on scope and rigour (e.g. no ‘one-off, two-peer’ model)

ProxyFreeTM Editorial Process — direct assessment on inherent merit (e.g. no IF or rankings)

LiveFileTM Documents — high-quality ‘software’ editions with continuous improvement (e.g. errata)

Teaching Style

ActiveLearningTM Class Sessions — students as project managers, entrepreneurs, researchers, etc.

LiveRevisionTM Class Sessions — live report styling, text revision, technical illustrations, etc.

CaseProjectTM Class Sessions — case studies and/ or projects to stimulate interest and engagement

Advanced Contributions

Haute CultureTM — rich cultural experience^d of high standards^e (Perdicoulis, 2014i)

Competitive AdvantageTM — dynamic arrangement of capability and kudos (Perdicoulis, 2014i)

– **Professional PerfectionTM** — understanding, intelligence, refinement^f

– **Personal/ Team FulfilmentTM** — confidence, mastery, satisfaction, recognition^g

– **Organisational AccomplishmentTM** — streamlined structure, fluid function, tuned form^h

Base SkillsTM — groundwork investment for reasoning, communication, etc. (Perdicoulis, 2014i)

Support Contributions

Linguistic ArchaeologyTM — tracingⁱ concepts through ‘carrier’ terms (ETYMOSTM ‘concept lab’)

Document DesignsTM — custom-made typographic applications^j (e.g. Octavo Book, Letter Design)

ThoroughTM R&D — involving innovation and praxis; corroborated by education and publishing^k

Outreach/ Missions — i.e. practice, culture, cooperation (e.g. DLC_[Mij], TQM_[Mij], HST_[Mij])

Publications — e.g. books, folios, webcasts, software, journals (e.g. Systems PlannerTM, oestrosTM)

SPDPTM — Systems PlanningSM development programme^l

^a Incl. **Youthful MindsTM** and **Suitability ScreeningTM** (Perdicoulis, 2016a)

^b Administered in **Specialist WorkshopsSM**

^c i.e. *maps* such as Situation MapsTM and *procedures*, such as the Graphic SWOTTM (Perdicoulis, 2014h)

^d Integrated multi-dimensional maturity (Perdicoulis, 2014i)

^e Safeguarded by Quality Assurance (Perdicoulis, 2016a)

^f Part of **Competitive AdvantageTM** (Perdicoulis, 2014i)

^g *idem*

^h *idem*

ⁱ Etymological and context-specific semantic analysis across space, time, and cultures

^j Available as *Utility Software*

^k Powers the *expertise* of Systems PlanningSM (Perdicoulis, 2014m)

^l Systems PlanningSM education — v. *Cultured Competence* differentiation manifesto (Perdicoulis, 2014i, 2016a)

3 Insignia

Systems PlanningSM publications — including the operational interfaces (Perdicoulis, 2014f) and the website — are marked with the *stylised combination* of the initials of the founder (Perdicoulis, 2014c):



Bibliography

Perdicoulis, A. (2016d) *Dynamic Documents*. Perdicoulis Publishing: Pamphlet Division, Screening Series.

Perdicoulis, A. (2016c) *Governance Professionals*. Perdicoulis Publishing: Pamphlet Division, Screening Series.

Perdicoulis, A. (2016b) *Teaching*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2016a) *Office*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2015b) *Communication*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2015b) *Support*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014m) *Research*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014l) *Niche*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014k) *Science*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014j) *Clubs*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014i) *Competences*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014h) *Packs*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014g) *Publishing*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014f) *Operations*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014e) *Outreach*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014d) *Vision*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014c) *Charter*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014b) *Methodology*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014a) *Language*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2010) *Systems Thinking and Decision Making in Urban and Environmental Planning*. Cheltenham: Edward Elgar.