

Blueprint ExecutiveSM

Systems PlanningSM brings its consolidated experience to the wider community in an exemplar manner, with special attention to scientific rigour, understanding, and empowerment — from *posse* [L], to be able. Individuals and organisations gain real power by developing their autonomy through appropriately accompanied mature knowledge and competence-building.

1 Overview

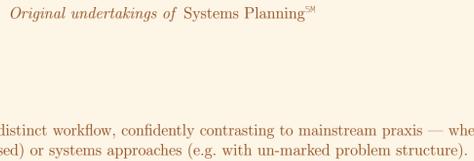
DUTY *Coordinate implementation* — bring the consolidated experience of Systems PlanningSM to the wider community in the best possible way (Perdicoulis, 2014h)

DIRECTOR The trustee of Systems PlanningSM (Perdicoulis, 2014h) also serves as the *executive director* of the ‘office’ — i.e. the *director* of the **Blueprint ExecutiveSM**

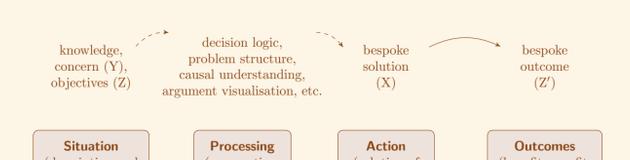
2 Original undertakings

Responding to practical challenges (Perdicoulis, 2014j), and within a wide range of professional activities (§ 4), Systems PlanningSM undertakes original work such as innovative prototyping as well as constructive reviews and revisions of *systems, processes, and plans* (Perdicoulis, 2014i).

A. DRAFT



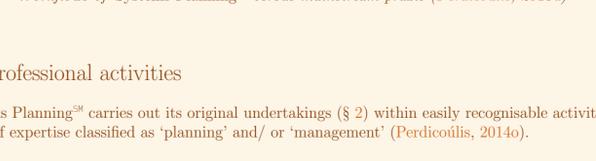
B. OVERHAUL



Original undertakings of Systems PlanningSM

3 Workflow

Systems PlanningSM has a distinct workflow, confidently contrasting to mainstream praxis — whether ‘non-system’ (e.g. data-based) or systems approaches (e.g. with un-marked problem structure).



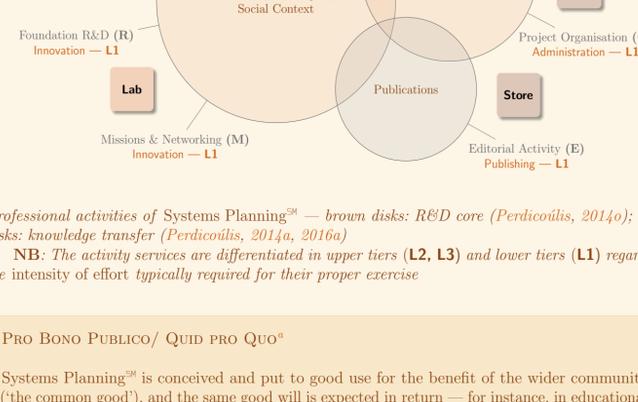
Workflows of Systems PlanningSM versus mainstream praxis (Perdicoulis, 2015d)

4 Professional activities

Systems PlanningSM carries out its original undertakings (§ 2) within easily recognisable activities in areas of expertise classified as ‘planning’ and/ or ‘management’ (Perdicoulis, 2014o).

- PROJECT ORGANISATION^a (O) — advance: *quality assurance* Blueprint ExecutiveSM
- PROJECT DEVELOPMENT^b (D) — advance: *undertakings* Planning StudioSM
- COACHING^c / CONSULTING^d (C) — advance: *stakeholder empowerment* Planning StudioSM
- TEACHING^e / TRAINING^f (T) — advance: *stakeholder empowerment* Systems SchoolSM
- EDITORIAL^g ACTIVITY (E) — advance: *knowledge consolidation* Perdicoulis PublishingSM
- FOUNDATIONAL R&D^h (R) — advance: *expert refinement* Research LabSM
- MISSIONS & NETWORKINGⁱ (M) — advance: *social development* Research LabSM

^a Case-specific project coordination — e.g. meetings, project management
^b Case-specific preparation of applications
^c Case-specific guidance in a facilitative mode (e.g. discovery, understanding) — **Cognitive CoachingSM**
^d Case-specific guidance in a counselling mode (e.g. culture, perspectives) — **Boutique ConsultingSM**
^e Topic-specific formal expository sessions — e.g. **Insight LecturesSM**, **Outreach SeminarsSM**
^f Task-specific training sessions — e.g. **Specialist WorkshopsSM**, **Scholarly ClubsSM**
^g e.g. authoring, editing, publishing, upkeeping
^h i.e. research and development — scientific investigation and innovation
ⁱ i.e. missions and networking — activism and community development



Professional activities of Systems PlanningSM — brown disks: R&D core (Perdicoulis, 2014o); grey disks: knowledge transfer (Perdicoulis, 2014a, 2016a)

NB: The activity services are differentiated in upper tiers (L2, L3) and lower tiers (L1) regarding the intensity of effort typically required for their proper exercise

PRO BONO PUBLICO/ QUID PRO QUO^a

Systems PlanningSM is conceived and put to good use for the benefit of the wider community (‘the common good’), and the same good will is expected in return — for instance, in educational campaigns, cultural programmes, and R&D projects. This reciprocity has been honoured in all associations Systems PlanningSM, and is anticipated in all future cooperations.

^a The combination expresses *mutual good will* — v. Fair play at Quality assurance (§ 6.2)

5 Brand uniqueness

5.1 Distinctive marks/ Character

Systems PlanningSM sets itself apart from mainstream praxis^a by means of three carefully crafted marks that encapsulate its *character* (Perdicoulis, 2014h), all of which are related to *λόγος* [GK].

Big Understanding^{TM b c} — λόγος [reason, cause]

- Need:* Seek dynamic^d explanations (re: situations, actions, etc.)
- Resolution:* Study of structure and function^e
- Support:* SF2TM vision^f aiming for advanced intellectual achievement^g
- Advance:* Explicit complexity, dynamics, and problem structure
- Prevention:* The inappropriate use of measurements and statistics^h

Visual Argument^{TM i} — λόγος [narrative, discourse]

- Need:* Convey an account clearly (incl. assumptions, positions, dynamics)
- Resolution:* Diagrammatic expression of arguments
- Support:* Systems Planning Modelling Language (SPMLTM)
- Advance:* Concise and unambiguous exposition^j
- Prevention:* Volumes of tedious or cumbersome text^k

Sound Exchange^{TM l} — λόγος [science, writings]

- Need:* Handle knowledge reliably^m (incl. its constituents)ⁿ
- Resolution:* Scientific rigour^o in content, form, and process^p
- Support:* Academic Mentoring^{SM q} and appropriate preparation
- Advance:* Examination, questioning, critical spirit
- Prevention:* The acceptance of flawed documents or discourses^r

^a v. differentiation manifestos for education (Perdicoulis, 2014b) and by field (Perdicoulis, 2015a)
^b Foundation element of Competitive AdvantageTM (Perdicoulis, 2014b)
^c Formulated to contrast ‘Big Data’
^d e.g. processes, causal mechanisms/ pathways
^e Requires *human intelligence* (i.e. the ability to acquire and apply knowledge and skills) — cf. *artificial intelligence*
^f v. Vision technical folio (Perdicoulis, 2014n)
^g v. Niche technical folio (Perdicoulis, 2014j)
^h e.g. the ubiquitous application of ‘big data’ by the consulting industry
ⁱ A hallmark of the SF2TM/ Explicit PlanningTM modus operandi (Perdicoulis, 2014n)
^j e.g. situations, concepts, explanations, stakeholder intents
^k e.g. that nobody has the time nor patience to read, verify, or remember
^l The epitome of ‘scientific communication’ (Perdicoulis, 2014p)
^m This is included in the *social responsibility* of Systems PlanningSM — v. Reliability Standing (Perdicoulis, 2014h)
ⁿ e.g. data, information, understanding, experience (Perdicoulis, 2014j)
^o e.g. traceability, objectivity, exactness (Perdicoulis, 2014p)
^p e.g. regarding the production, selection, and/ or promotion of documents
^q v. Operations technical folio (Perdicoulis, 2014d)
^r e.g. based on ‘reputation’ or ‘image’, often reported ‘factually’ in the form of indices such as rankings

5.2 Operating principles

Unassuming ConfidenceTM — Stance

- Preparation* — homework always in check
- Wit* — quick perception, inventive thought
- Modesty* — low profile, worthy of recommendation (v. illustration below)

3D Policy^{TM a} — Commitment

- Diligence* — careful and persistent effort
- Distinction* — excellence that makes a difference
- Dissemination* — appropriate sharing (Perdicoulis, 2014a)

Positive AttitudeTM — Relations

- Seeking the company of the curious and constructive minds
- Respecting and learning from the alternative worldviews and practice
- Fostering cooperation and mutual enrichment (e.g. ‘learn–learn’)
- Offering knowledge and experience to anyone willing to learn

Passionate about PerfectionTM — Drive

- Clear reasoning* to make dynamic complexity easy to grasp^b (Perdicoulis, 2014k)
- Exemplary results* in the most demanding of applications^c
- Original thinking* through an outstanding analytic approach (Perdicoulis, 2014n)
- Easy application* of the methods (Perdicoulis, 2014m) and techniques (Perdicoulis, 2014l)
- Bespoke accompaniment* — precisely when needed^d (Perdicoulis, 2015a)

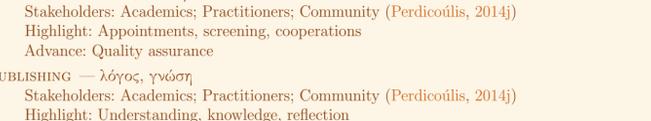
TactfulnessTM — Manner

- Being gentle* — mindsets are to be addressed and explored, not attacked
- Being humane* — curiously, people are shaped by the culture they shape
- Being friendly* — teams are formed on trust, rapport, and a common mission
- Being resilient* — work has both success and failure, but all projects must conclude
- Being loyal* — sincere people, undertakings, and reasoning deserve attention

Selective CommissioningTM — Assignments

- Working only with genuinely interested and committed parties^e (Perdicoulis, 2014j)
- Working with top and/ or middle management — e.g. CEOs
- Working with adequate resources — e.g. time, monies, information
- Working uncompromisingly — e.g. rigour, perspectives, impartiality
- Working in English, if possible^f — e.g. discussions, publications
- Involving and empowering all participants (Perdicoulis, 2014b)

^a The 3D PolicyTM is directly applicable to publications (Perdicoulis, 2014a)
^b i.e. regarding the objects of Systems PlanningSM — system, process, plan
^c i.e. original undertakings — prototyping, review, revision (§ 2)
^d i.e. praxis support (e.g. coaching, consulting)
^e Includes **Suitability ScreeningTM** of participants (**Youthful MindsSM**) and documents (Perdicoulis, 2016b,c)
^f Aiming for an international mindset, dissemination, and access to publications — incl. those of Systems PlanningSM



The Unassuming ConfidenceTM stance of Systems PlanningSM

6 Quality assurance

With the onus of responsible guidance bestowed on its trustee, Systems PlanningSM safeguards its reliability (Perdicoulis, 2014h) through comprehensive quality provisions — i.e. by establishing an official practice (§ 6.1) and observing fair play principles (§ 6.2) and quality standards (§ 6.3).

6.1 Official practice — Systems PlanningSM

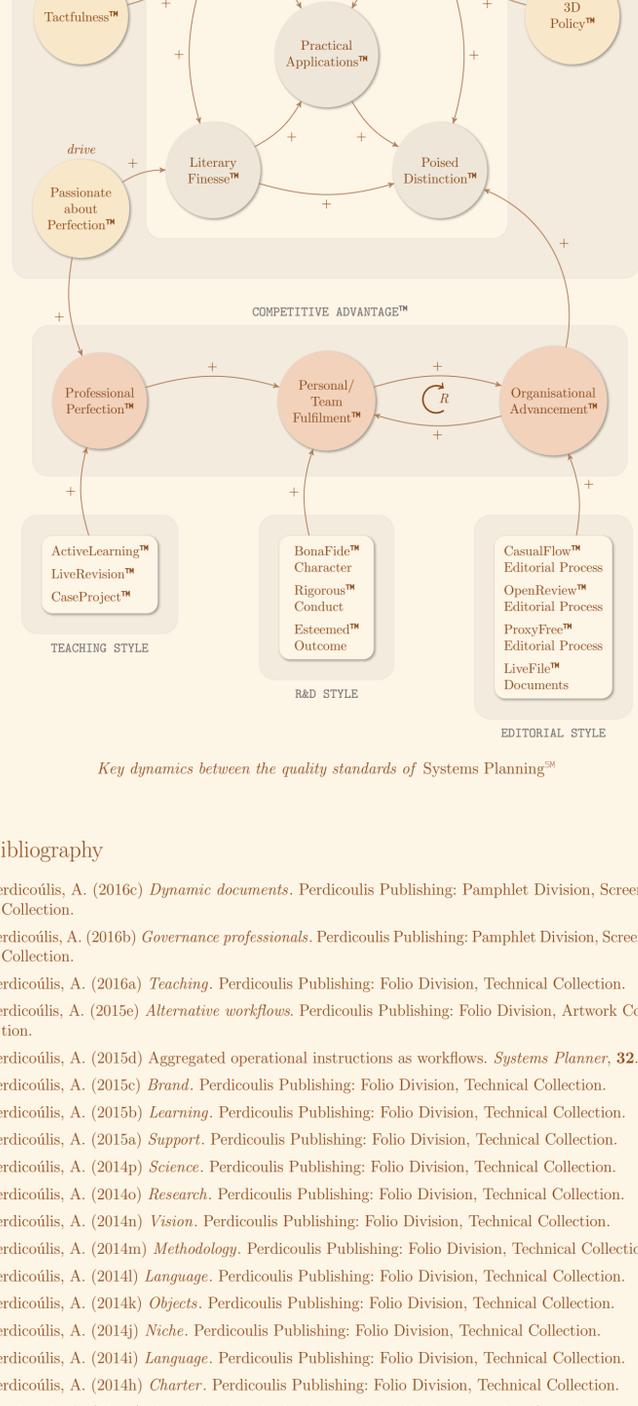
1. Aim — appropriate development/ use (Perdicoulis, 2014h)
2. Director — trustee (Perdicoulis, 2014h)
3. Registers — divisions/ interfaces (Perdicoulis, 2014d)

6.2 Fair play — Benefactor/ Beneficiary

1. Fitness-for-purpose — screening (Perdicoulis, 2016b,c)
2. Transfer of purpose — agreement (e.g. MoU)
3. Use of brand names — agreement (e.g. MoU)
4. Mutual good will — reciprocity (*quid pro quo*) and context (*pro bono publico*) — v. § 4

6.3 Quality standards — Systems PlanningSM

1. Reliability Principles — social responsibility [strategic, global] (Perdicoulis, 2014h)
2. Operating Principles — general conduct [tactic, global] (Perdicoulis, 2014h,j)
3. Competitive AdvantageTM — engagement [participations] (Perdicoulis, 2014b)
4. R&D Style — praxis innovation [research, applications] (Perdicoulis, 2014o)
5. Editorial Style — praxis innovation [publishing] (Perdicoulis, 2014a)
6. Teaching Style — praxis innovation [teaching] (Perdicoulis, 2016a)



Key dynamics between the quality standards of Systems PlanningSM

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