Below the logo:

We visualize complex challenges – those with many different actors and relationships – to help people understand, collaborate, and act together.

**About Us Section**

In an ever more complex world, the ability to deal with complexity is an increasingly important advantage - and the consequences of failing to do so are increasingly serious.

Our interactive maps provide the enabling technology for navigating complex challenges: capturing, organizing, and bringing-to-life the challenge's many different elements and relationships. These maps provide a tool for people to understand and work-through complexity (rather than going around it) in a way they could not before.

We work with our clients to stimulate productive evidence-based conversations, drive faster decision making, and facilitate collaboration, insight, and concerted action.

*"I would not give a fig for the simplicity this side of complexity, but I would give my life for the simplicity on the other side of complexity."*

* Oliver Wendell Holmes Jr.

**Under About Us Visual**

Systemic problems arise from the interactions of many different people and organizations.

Systemic solutions thus require shared understanding and concerted action by multiple actors.

**Our Offer Section**

A Tool for Thinking Together

**Bridging the simple and the complex**: the maps are structured to allow navigation between simple high-level overviews and deeper dives into the important details.

**Information in context:** a digital tool that provides an elegant visual interface to a back-end database, pulling disparate information together into a context that gives it meaning and makes it useful.

A Tool for Engaging and Communicating with Others

**Removing the ‘fear of complexity’:** by using an elegant visual layout, smart and creative style.

**Multiple ways to engage:** Interactive & intuitive navigation offer a choice to explore maps at own pace or sit back and watch relevant videos, voice-over-animations, etc.

**A hub for community engagement:** visualizing our shared understanding of the issues, the maps provide a platform to discuss, debate, and work creatively towards solutions.

Partnership from Insight to Action

Our Team

Our senior consultants work with your team from problem definition through to generating solutions and driving engagement for action.

Expertise

Our team comprises decades of experience in working with complex issues – from knowledge visualization and systems thinking, through to global business strategy and implementation.

Support from Insight to Action

Providing planning, facilitation, and upskilling to equip teams to better deal with complex challenges.

**How We Work Section**

0/4 – Introduction

We provide a mix of services, tailored to each client's and each project’s requirements.

To effectively drive change, maps must be carefully crafted: simple but not simplistic, comprehensive but not overwhelming, engaging but not distracting.

Our team has the experience and expertise to guide you through each step of the journey and find the right balance. Projects can be structured such that we lead and produce all the work, or we can partner with your team to provide the right support along the way.

Our aim is to increase people’s ability to deal with complexity and implement lasting solutions, and we flex our ways of working to ­those ends and to your needs.

Check out 'How we work' for more details, and contact us to discuss what your own journey might look like.

1/4 – Problem Definition

Clear problem definition is important in dealing with complex issues. We explore relevant angles and perspectives to determine the critical elements; the tangible and intangible, the key players, the system dysfunctions.

From that exploration we develop an initial hypothesis: a first-cut at defining the problem and the system boundary, and outlining the terrain within which you want to effect change.

**How We Do It**

We run diagnostic surveys, conduct interviews and desk research, run workshops, and engage stakeholders.

We synthesise these inputs to determine key issues and probable boundaries.

2/4 – Map Creation

Systems maps need to be comprehensive, credible (based on the best available evidence), and able to convey all the relevant angles of the problem.

The first task is to construct a framework that accommodates all the relevant elements – giving them a logical home and context. This framework provides a stage on which the narratives are brought to life via animated visual layers and accompanying explanations.

Interactive digital tools engage stakeholder's attention, to help them quickly gain a sophisticated understanding of the issues.

**How We Do It**

We conduct research, interviews and workshops to gather evidence.

We compile evidence and insights to create Nexial maps - visual structure and accompanying written content.

We design and produce digital tools - voice over animations, videos and surveys - tailored to specific audiences’ needs.

#### 3/4 - Insight to Action

Systems maps are tools to enable shared understanding and to encourage new thinking and commitment to actions.

We help diverse groups to collectively understand how a system works, identify their impact on it, how to improve it, where the leverage points are and who to involve.

In turn, transition from strategy to implementation can be facilitated. The maps can be re-deployed to engage wider audiences and drive concerted action.

**How We Do It**

We facilitate engagement activities making use of the maps, from strategic interventions to designing operational plans.

We conduct online surveys using the map platform itself.

We add layers to the maps with new insights, mechanisms of leverage points, links from strategy to operations, action plans, etc.

#### 4/4 - Continuous Improvement

As systems improvements are agreed and implemented, the community expands and a pull for continuous evolution naturally happens.

The map can provide one coherent and interconnected hub, that is intuitive for all to navigate through.

#### How We Do It

We continuously engage community to expand the map by actively requesting input from users and promoting relevant content generated.

We update visual and text, adding and curating new research and ideas, capturing new layers and narratives.

Maintain the map content as a strategic knowledge tool, a place to see what's new, who's doing what, latest data, etc.

**About Page**

Our Mission

We have a vision of a world that is better at dealing with complexity. One in which the needless damage caused by our lack of joined-up, systemic thinking, has been eliminated.

Our Mission is to cover the world with systems’ maps to help people work through complex, seemingly intractable issues.

I think we might need something other than 'cover the world' ?

Systems maps as the lever that can move the world…

The tool that people naturally pick up to…

The window through which

How Nexial Came About

We are 3 partners, Marshall, John and Alexandra, come with very different backgrounds. We don't come from the digital world, but instead, from deep experience with complex problems gained through many years of managing, or consulting to, global companies and government organisations.

We know too well how difficult it is to address complex issues; how overwhelming it can feel to people, and how easily they will shy away from engaging. However, we also know that complexity is here to stay, and there is an urgent need to boost people’s ability and confidence in taking-on complicated issues.

Throughout our careers we grappled with complexity using the best available tools and techniques, but never found anything tailored to particular needs of group systemic problem-solving. We were always seeking better solutions, but finally took the matter into our own hands.

Nexial brings our learnings into a combined consultancy and technology solution, to equip people to navigate complexity with confidence as they make decisions, engage teams and make change happen on the ground.

The Name

"Nexial" derives from “nexus”: a connection or series of connections linking two or more things.

At Nexial, building connections to bring knowledge and people together is at the heart of what we do: Collective Intelligence for Collective Action.

**The word Nexial** suggests a method of knowing that is integrative rather than analytic. It is about joining together all valid forms of knowing - scientific, experiential and creative - drawn from all relevant fields and disciplines, to create new insights and knowledge.

This method of knowing was described in Herman Hesse's novel "The Glass Bead Game.”(1940’s) and a similar notion, by science fiction writer A.E.Van Vogt, under the name of Nexialism: the holistic integration of the sciences.

We like to think of ourselves as Nexialists, skilled in the science of joining together the knowledge of one field of learning with that of other fields, from multiple perspectives and practices, to achieve a new and shared understanding of ourselves and our environment.

**Nexial Maps Page & Demos**

##### **Thinking Tool**

* **Bridge the simple and the complex** The structure and hierarchy of groupings make it possible to detail and reveal sub-systems as needed. The maps can then incorporate large amounts of information without becoming overwhelming - users navigate seamlessly from the simple 'big picture' view to the complexity in the details, zooming into specific areas of the map, when needed.
* **Integrated information** The digital platform Integrates information between visual elements and the back-end database. It holds various media: quantitative graphs, reference documents, animations & videos, external websites.

##### **Engagement and Communication Tool**

* **Elegant layout** A smart and creative style, making use of colors, icons, layers and animations, remove the ‘fear of complexity’ and, dare we say, make the maps attractive to be explored.
* **Interactivity & intuitive navigation** The platform offers choices on how to interact with the maps: sit back and watch video/animated explanations; click-through predefined map views along with text descriptions; or explore the map on your own using the intuitive navigation. A survey enables users to provide input to enrich the maps.

**Meet The Nexialists Page**

##### **Marshall Clemens (From Alexandra’s powerpoint, there were two bios.)**

Marshall Clemens is founder of Idiagram; a consulting firm dedicated to the application of systemic analysis and mapping to facilitate understanding, strategy-making, and alignment for complex multi-stakeholder problems.   Marshall has 24 years of experience designing visual tools to help solve complex global issues such as obesity, mental capital, sustainable finance, and sustainable supply chains Marshall is a co-founder and our mapping guru.

Marshall Clemens is founder of Idiagram; a consulting firm dedicated to the application of systemic analysis and mapping to facilitate understanding, alignment, and strategy-making for complex multi-stakeholder problems.   In 1996 Marshall turned his attention from the engineering of opto-electronic systems to the ‘engineering’ of complex socio-technical systems.  His recent work has focused on helping corporations, NGOs, and foundations grapple with complex sustainability issues – water, energy, toxics, agriculture, land use, new economic and business models, etc. – where the alignment of diverse knowledge, people, and resources is required to create large-scale system change

**Alexandra Kanitz**

A varied international career fuelled me with a passion that mixes strategic thinking with a drive to make change happen on the ground. I am tireless, not keen on settling for second best or taking short cuts that backfire. Enthusiastic and incurably optimistic, I believe ‘where there is a will there is a way’, I think solutions and like to stir up teams to do the same. I am Brazilian, and after 18 years based in Europe and working internationally, I enjoy the connections made all over the world, but decided that a small community, mountain lifestyle was in order for me and the family.

I leap into any opportunity for building value with those around who like to deal win-win.

**John Rasmussen**

With a truly global career spanning 35 years and a natural knack for leadership John is an inspiring business leader. An accomplished executive with extensive experience of delivering business performance through leading and motivating multicultural teams. Expertise in strategy, marketing, operations, change leadership and performance management. John combines the ability to conceptualise and formulate strategy with a distinguished track record of operational and P&L delivery. John thrives on customer experience and empowerment of people.

John is a co-founder and director of Nexial.

**Bonita Craig**

A seasoned management consultant, Bonita is well-versed in taking new services and offerings to market whilst also managing successful client relationships through the course of service delivery. She is particularly adept in coaching and training team members to support new business growth.

**Brandon’s slightly revised versions of bios**

##### **Marshall Clemens**

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**Alexandra Kanitz**

A varied international career fueled Alexandra with a passion for work which combines strategic thinking with her drive to make change happen on the ground. Enthusiastic and incurably optimistic, she believes ‘where there is a will, there is a way’. She thinks solutions and stirs up teams to do the same. She is Brazilian, and after 18 years based in Europe and working internationally, she enjoys the connections made all over the world, but decided that a small community, mountain lifestyle was in order for her and the family. Alexandra is a co-founder and the CEO of Nexial.

##### **John Rasmussen**

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##### **Bonita Craig**

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