Website Text

**About Us Section**

Nexial enables people to work better through complex issues. Some call them wicked problems. Some call them intractable. We know they are out there. In today’s world, we need urgent help to tackle these.

Our interactive maps bring to life elements and relationships that make issues complex so that it is easier to navigate through them, create solutions and drive concerted action.

We build the maps with our clients to drive faster decision-making and we facilitate greater collaboration to put long-lasting changes in place.

**Under About Us Visual**

Problems that are a result of multiple factors are likely to be complex and systemic

Solutions require shared understanding and concerted action by multiple actors

**Our Offer Section**

Thinking Tool

Maps’ structures designed to bridge the simple and the complex

Digital platform integrates visual elements and back-end database

Engagement and Communications Tool

Elegant layout, smart and creative style remove ‘fear of complexity’

Interactive & intuitive navigation offer a choice to explore maps at own pace or sit back and watch relevant videos, Voice over Animations, etc.

Partnership from Insight to Action

Our Team

Our team of senior consultants works with you from problem definition and map creation, through to generating solutions and driving engagement for action.

Expertise

Professionals experienced in complex issues – from strategy to implementation.

Support from Insight to Action

Planning, facilitation and upskilling teams in using maps to deal with complexity.

**How We Work Section**

0/4 – Introduction

We provide a mix of services, tailored to each project’s requirement.

Powerful maps that enable change need to 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 every step of the journey. We can 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 in the long run and we flex our ways of working to your needs.

Check out 'How we work' in more detail and contact us to discuss what could be your own journey.

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 to be considered; the tangible and intangible, the key players, the system dysfunctions.

We help develop a first hypothesis to help define the problem and establish the system boundaries that delineate your map and within which you want to effect change.

How We Do It

We use diagnostic questionnaires and check-lists, conduct interviews, run workshops, engage stakeholders

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

2/4 – Map Creation

Systems maps need to be comprehensive, credible and able to capture all angles of the problem.

We build the maps’ basic framework with a systemic structure to give home to all relevant elements. Key narratives emerge from system analysis and we bring them to life in visual layers and relevant text.

To make the most of stakeholders’ time interactive, digital tools help explore the map and narratives efficiently.

**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 major damage, caused by current 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.

How Nexial Came About

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

We know too well how difficult it is to address complex issues to the full. It can be overwhelming and people tend to shy away from it.

We know that complexity is here to stay and it is crucial and urgent to boost people’s ability (and confidence) to deal with it. Throughout our careers, we made the most of available tools but these were often sub-optimal and always time-consuming. We were always seeking better solutions.

We took the matter into our own hands.

Nexial brings our learnings into a consultancy and technology solution, to equip people to navigate through 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, in which holistic thinkers are trained to integrate 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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