



iThink[®] Support Options

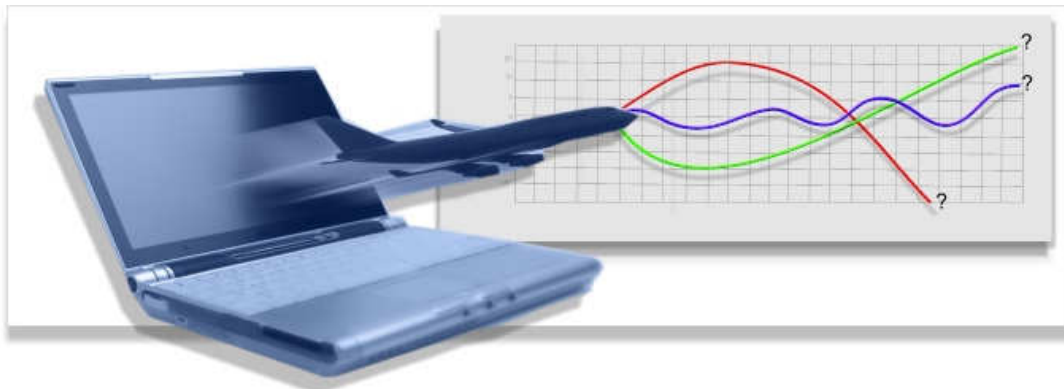
A flexible range of training and support solutions in systems thinking and system dynamics using iThink[®] software.

Introductory training

Application training: Discovery programmes

Project support and consultancy

Enhanced application and technical support





Introductory Training

from £950 per person

Introduction to system dynamics and business modelling

This modular programme provides a sound foundation in the basic techniques of system thinking, system dynamics and the use of *iThink* software. It includes everything you need to get started. If you have basic spreadsheet skills you will be able to start with *iThink* - and then vastly improve your strategic thinking and communication capabilities.

Outcomes

- Understand the fundamental concepts of system dynamics (SD)
- Develop essential knowledge of the *iThink* simulation toolbox
- Develop an *iThink* strategy simulation from scratch
- Understand how to apply SD and *iThink* in your own business
- Get advice and guidance for developing your own applications

Options

- We can easily flex the standard 3-day programme into modules to accommodate different needs and skills. For example, a one-day basic introduction would cover an introduction to system dynamics and a full overview of a strategy simulation that is relevant to your business interest. Contact us for a discussion.
- For a small number of people, a private workshop is the most cost-effective solution. We recommend a minimum of two people on this course so that they can provide mutual support afterwards.

Guide price: £950 per person per day*

- For a larger number of people (6 plus) an in-house version of the standard course becomes viable and is our preferred solution. For this course we always provide two presenters.

Guide price: £9,000 for up to 12 participants*

**Prices are a guide only, as each programme is tailored to the specific needs of every client.*



Application Training: Discovery programmes

price on application

Application training is best provided around a live client issue. Discovery programmes (2 or 3 days) are focused on specific strategic business issues and are the ideal start for your own simulation project.

Part A of each programme provides grounding in the basic concepts of the system dynamics method and language. If you have already attended a Cognitus introductory training programme, or have previous system dynamics experience, this part may be skipped.

Part B of each discovery programme applies the concepts to a real business issue using a real examples within a structured process – and leads naturally into your own business development simulation.

Choose from:

- Logistics and supply chain
- Customer development and relationship management
- Marketing and brand development
- Product development and management
- Developing staff capacity and talent
- Asset and infrastructure management
- Financial fundamentals
- Managing intellectual property
- Whole systems business development

Outcomes

- Understanding of the fundamental concepts of system dynamics
- Knowledge of the *iThink* simulation toolbox
- Basic understanding of the specific resource dynamics
- A management team engaged and focussed on your own issue
- A high level map of your own issue, structured in *iThink*
- A project plan for moving to a first pass model of the issue

Options

- The amount of time spent on training and the amount of time spent on the issue can be varied to take into account the previous experience of the group and the amount of downstream support that will be available.



Project Support

price on application

Cognitus can provide direct modelling consultancy and flexible on-going *iThink* support for your strategy simulation project.

Usually this will consist of a blend of the options described below. In the initial stages of the project the majority of the support will be onsite, and then as your management team develop their own skills, support can increasingly be provided offsite.

Options

- ***Onsite support.*** A Cognitus consultant will initially work with the project team to assist with knowledge capture, model conceptualisation and simulation development.
- ***Offsite modelling.*** Cognitus can usually build simulations offsite with regular visits for onsite team meetings.
- ***Offsite coaching.*** Cognitus can provide personal coaching and review the current state of a model using telephone and email.

All prices are subject to VAT and where applicable travel and subsistence expenses.



Enhanced Application and Technical Support

From £250 per annum

Subscription provides for up to 5 remote consultations (telephone and/or email advice) and/or use of module examples.

Enhanced application and technical support extends the optional technical helpdesk service supplied by Isee systems, who provide all the pure technical advice you will ever need.

Enhanced application and technical support provides essential help and advice on your own *iThink* implementations, giving you ideas and inspiration, and includes examples of actual module applications relevant to your own area of interest.

Cognitus has an unrivalled variety of *iThink* strategy examples and implementations that you can tap into. You won't find such a range of application experience anywhere else. For example:

- ***Industry examples*** in areas as diverse as healthcare, pharmaceuticals, utilities, oil and gas, chemicals, building materials, construction, infrastructure development, retailing, financial, law...the list goes on.
- ***Resource management applications*** in all significant areas of resource management including human resources, product development and lifetime management, asset management, capacity development, supply chains, sales and customer management, brand development, intellectual property...
- ***Financial*** modules covering all areas of financial management including integrated accounting, taxation and advanced valuation tools.
- ***More specialised healthcare applications*** such as (e.g.) patient pathways, pharmacoeconomics, sales marketing and strategic planning.

Whatever your interest, Cognitus can provide ideas and *iThink* modules that will stimulate your thinking. And fast-track your strategy development.