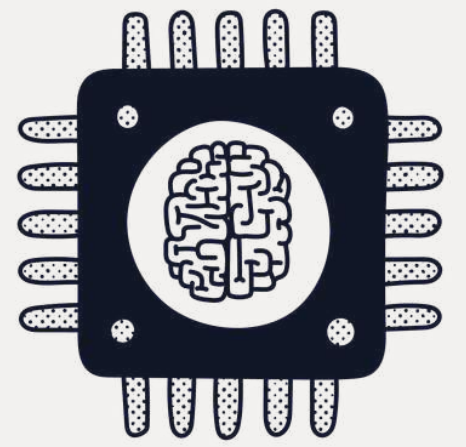


# SEMIOTIC MANAGEMENT SYSTEMS<sup>®</sup>



## ABOUT

This service moves away from standard operating procedures and behavioral instructions to leverage picture superiority and psycholinguistics as a new management strategy.

Memetic information encoded into visual tools is assembled to program operating mindsets and methodologies at an organizational scale.

This approach embraces more recent adaptation of communication models seen in social media and broadly outside the world of organizational world.

These semiotic tools are woven together to systematize new ways of thinking that collapse into desired behaviors.

This model represents the leading edge of a new area of management science that shifts the standard point of view from dictatorial systems to social construction, providing a new lens on scaling consistent business operations.

## BEHIND THE THINKING

**Memetic theory** or "meme theory" is explained as the development of culture through the imitation of things: ideas, behaviors, and styles that are encoded as memes so they can be easily imitated. A meme is a cultural counterpart to a biological gene.

**Linguistic metaphor**, sometimes referred to as "conceptual metaphor" refers to the process of establishing cognitive links, or mappings, between several concepts (conceptual structures), pertaining to different domains [Lakoff, Jonson 1980:5].

**Picture superiority** refers to the observation that items studied as pictures are better remembered than items studied as words even when targets are presented as words (Mintzer and Snodgrass, 1999, Paivio, 1971).

**Brain to brain synchronization**, coined by social neurologists, is summarized as the capture of what happens in one brain, two brains, or even 12 or 15 at a time when their owners are engaged in eye contact, storytelling, joint attention focused on a topic or object, picture, or any other activity that requires social give and take.

## THE ART AND SCIENCE OF EXPANDING LEADERSHIP

### Leaders have a problem.

Leadership is completely reliant upon communication. Tools for communicating are in short supply.

Communication of ideas, communication of vision, communication of mindsets. Those ideas must be thoughtfully crafted and spread. Your influence as a leader is dependent upon your ideas spreading.

The key is to share relentlessly, and then encourage the receiver of that information to share again.

Leadership is, in many ways, about programming the thinking of the people whom you are seeking to change. Semiotics is the study of the signs and symbols that imbue meaning and meaningful communication.

Semiotics has been recognized as having important anthropological and sociological implications by many of the greatest innovators behind the respective disciplines.

Semiotic Management Systems<sup>™</sup> are based upon certain principles in evolutionary theory, as well as behavioral, cognitive, and neurosciences, and while the principles are based in science, the outcomes are skill-based. The effectiveness of these tactics are not absolute, delivery will be variable based upon your confidence, advanced familiarity with the subject matter, and the narratives you choose to employ to support the semiotic.