



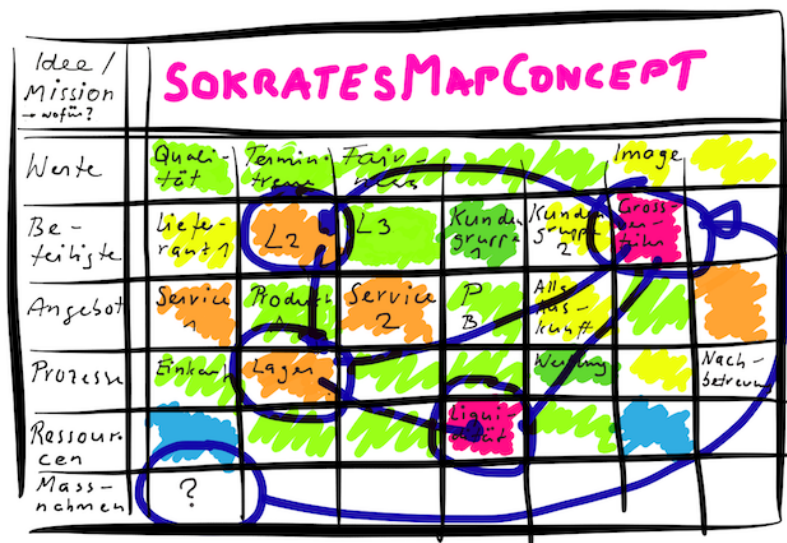
## SokratesMapConcept: Why does this work?

By Dr. med. Franz J. Sperlich – Neurologist

The human brain has about 100 million nerve cells, that are permanently networked through approximately 10'000 synaptic connections.

This dynamic architecture in our brain allows us to create memory templates that help in our day to day routines such as the hand motions involved in brushing our teeth or washing your hands. In addition our brains architecture allows us to interpret more complex and abstract concepts, however this process is conducted more slowly and depends on a stable blood sugar level, emotional stability and focus. (Schnelles Denken Langsames Denken, 2012, Daniel Kahnemann, ISBN-10 3886808866)

The SokratesMapConcept is an extraordinary method that helps with the analysis and deduction of vastly complex systems. SokratesMaps are based on a methodology that assists our brains architecture in learning, decoding and understanding. The nonlinear but high structured SokratesMapConcept makes it very easy for our brains to see the details in complex processes and systems. The combination of seeing the big picture and each detail at the same time expand our orientation dramatically.



### Background:

The human brain tends to process visual stimuli at the same time. For example: spatial, geometrical and color qualities are seen and interpreted first. This process of the brain allows us to quickly visually analyze a setting that is familiar to us. Due to the fact that our brain interprets the visual stimuli so quickly, we can only really notice the result: the subjective interpretation of our surrounds that most often does not reflect the reality of the situation.

The SokratesMapConcept supports physiological aspects of our brain to visualize complex interactions. This makes working with SokratesMaps, after a small introduction, intuitive and effective. Unlike normal texts, the SokratesMaps are tailored towards our brains physiology and thus require far less mental capacity to understand the information. Overall through the

use of the SokratesMapConcepts, complex subject matters don't only become easier to analyze and understand, but also make it stress-free for a person or a team to create strategies, tactics and action.

Through the use of the color System (green, yellow, orange, red, deep green), the SokratesMapConcept allows many different opinions to be depicted at the same map and the same time in highest resolution. This helps groups quickly and intuitively to recognize individual perceptions and needs in combination with the actual system performance. The result: Prioritization of the problems without having to deal with cognitive overstimulation.

SokratesMaps have proven to be ideal for the visualization and discussion for virtually any topic or process. The format allows for a person or group to depict knowledge and context of anyone to understand and interpret. (Eg. Topographical maps or Blueprints)

Unlike other text formats, the SokratesMapConcept does not stress our shortterm memory. Since each individual field is being interpreted as a detailed concept and as a part of the whole, there is no issue of emotional biased. („Theorie induzierte Blindheit“).

The above mentioned aspects of the SokratesMapConcept also have a prospective impact and opens the door for detailed simulations (company operations, tactics and strategies).

Summing up, SokratesMapConcepts intuitive nature is based on its functionality working hand in hand with our central nerve system. SokratesMaps thus assist us in orientating ourselves in complex projects and processes, as well as keep the details of a project through the "Drill in Function". The Drill in Function allows us to add more information and details to a map without making the original map too complex and unintelligible.

SokratesMaps are the ideal tool to interpret and understand complex correlations and vastly improve our gathering, interpreting and discussion processes for simulation.

Author:

Dr. med. Franz Jürgen Sperlich, born 1972, established Doctor, trainer and keynote Speaker. During his medical studies in the United States, he helped establish the basis for the subject attention and later graduated in this field. As well as being a medical practitioner, Dr. Sperlich instructs people in leadership positions in the subject of Self-Leadership and composure.

Audio [Link](#) (deutsch)