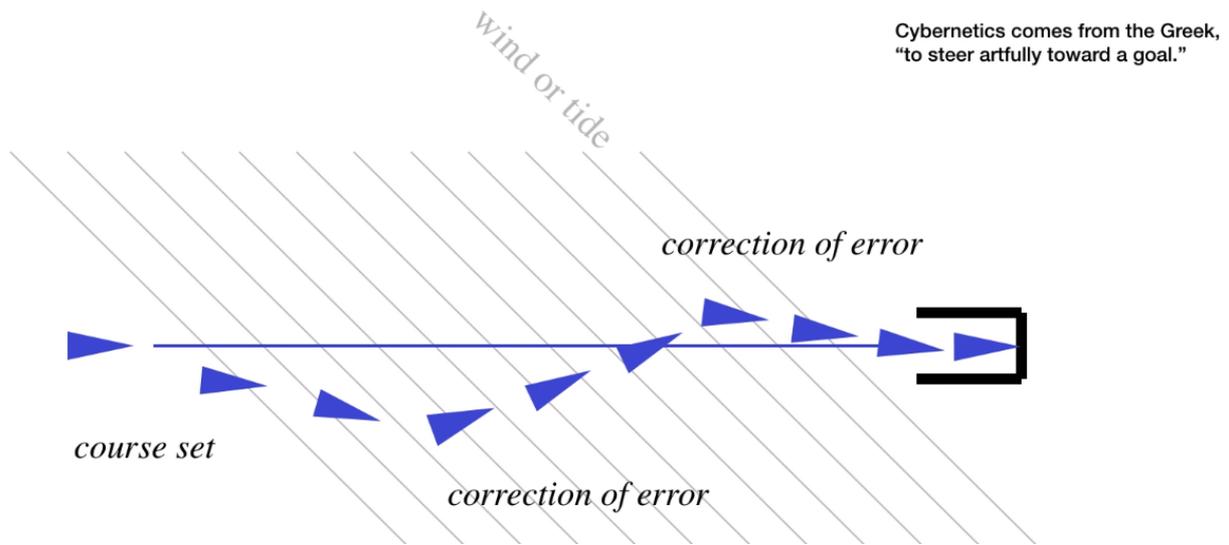


Why are Systems Science and Cybernetics so important for Industries, Organisations, Companies which are Complex Systems?

the art of steering



Human beings live on a planet that provides all the needs to survive: water, oxygen, warmth, food, shade, companionship, partnership and so on. Our planet provides life to us all because it operates as an interdependent and interconnected network, not just as a planet, but she provides a combination of all available resources which makes life possible.

Your body can stay alive because it is a part of - and dependent on an entire living network (nature). It communicates and interacts constantly with its environment in order to survive and uses all relevant information to 'steer' it from harm or being hurt. When you see your terminal, refinery or plant as a living system too (just like our planet, nature and your own physical and mental being) you can use this manner of thinking in systems to your advantage. You learn to understand that relationships, communication and interaction with the environment are the conditions for your company to thrive. If there is a breakdown in communication or the exchange of

information, the living system (your company) will become instable and run into so-called entropy (disorder).

Cybernetics, comes from the Greek word: 'Kuber' means 'Helmsman', or he who steers the ship. The Latin translation means: Governance.

With Cybernetics as the powerful science of communication, information, governance and control, you can 'steer' and 'control' your operations much easier without having to impose ever more strict rules or regulations. Your operation can become 'self learning, adaptive and self-regulating' which means improved HSE control and operational excellence. Our training programs are based on these exciting sciences thus the effectiveness of learning is dramatically improved. We now ask: 'Are you really in control?' and use systems sciences to reach the ultimate goal of being able to steer your complex organisation, maintain maximum control and stay profitable. Risk management is not about regulation alone, it is about adaptivity to new situations using corrective information (feedback).