



Thinkism | *This Is Just Like...* – We have a Natural Enchantment with Metaphors

Indeed, the ProSidian Structured Approach To Strategic Solutions is suffused with analogy comprehensively infiltrated with metaphor – analogy’s sibling.

We always compare argument to war, for instance—with words like win, lose, demolish, indefensible and attack. We relate time to money: spending, wasting, borrowing. Health, happiness and virtue are all associated with up; their opposites are down.

At ProSidian, We believe the facts of the real world as understood through the methods of analysis and metaphor explains ***"The Magic Of Reality"*** of why we can understand how your business works.

Believing in metaphors and analysis allows us to not put *"the horse before the cart"* and provides balance as we *"sail close to the wind"* with metaphors born from experience directing how we reason and how we approach client service.

Reasoning is almost a form of metaphorical thinking because metaphors reflect shared human patterns of thoughts. The ProSidian methodology considers that metaphors pose considerable power to direct our approach. Analogies generate insights and are good for coping with complex patterns in data.

In this view, ProSidian helps leverage our experiences to create effective solutions for our clients. At ProSidian Consulting it’s what we call ***"Thinking the box outside"***...

- Risk Management
- Energy & Sustainability
- Compliance
- Business Process
- IT Effectiveness
- HR Talent Management



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