

# MEDIA NEWS

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## **“Systems Thinking and Modeling” Workshop Provides Decision Makers With A Practical Methodology for Managing Complex Situations**

COLUMBUS, Ohio — July 31, 2000 — Babbage Simmel, a leading technology consulting and training firm, announces a two-day workshop on “Systems Thinking and Modeling” to be held August 14-15, 2000, at the Wyndam Hotel on Metro Place North in Dublin, Ohio.

“Systems Thinking” is not simply a methodology, but also a language for dealing with complex situations that underlie all business, economic, scientific and social systems. This workshop, presented by Dr. Kambiz Maani, is designed specifically for senior management teams, line managers, and knowledge workers. In the early 1990s, the work of MIT system researcher Dr. Peter Senge became internationally known through his seminal book, *The Fifth Discipline*. Senge identified “Systems Thinking” as the fifth and final core capability of all learning organizations.

Dr. Maani has 25 years experience in teaching, research and consulting in management science, internationally. He is currently a director of Management Innovations, Ltd., Auckland, New Zealand. Dr. Maani has been a regular visiting scholar at MIT’s Sloan School of Management, where he has worked with a number of faculty, including Dr. Peter Senge.

“There is a compelling need” says Maani, “for decision makers to make sense of the ever-increasing complexity of today’s world. “Systems Thinking” provides a paradigm, a language, a technology for understanding the dynamics that underlie change and complexity.” According to Maani, these principles make it possible to foresee the consequences of policy decisions; implement solutions to chronic problems; test hypotheses; boost morale and productivity; and implement change without adverse side effects. Each participant in the workshop will receive a free copy of the new book, *Systems Thinking and Modeling*, by Maani & Cavana.

For more information, or to make reservations for the two-day workshop, contact Babbage Simmel at (614) 764-8777, or visit [www.babsim.com](http://www.babsim.com).

Babbage Simmel, headquartered in Dublin, Ohio, was founded in 1983. Today, it is one of the nation’s most innovative and respected network technology consulting and training firms.

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