

# Plectica Improves Employee's Thinking, Resulting in Better Organizational Knowledge Bases

“Plectica and DSRP have changed the way I structure my thoughts and ideas. My mind has become more systematic and I think more clearly and critically.”

– Micaela, Labs Keeper at Qonsius



#### User Summary

Micaela is a Labs Keeper at Qonsius, a company that develops and invests in new ventures with positive social, environmental, and financial impacts. As Labs Keeper, she researches entrepreneurship theory, methodology, and practice and applies her findings—in conjunction with her team—to establish best practice to accelerate entrepreneurial learning and maximize impact.

Company website: [qonsius.com](https://qonsius.com)

**Problem** Employees needed an easy way to decipher, create, and share knowledge about diverse, complex topics.

**Solution** Plectica’s visual concept mapping tool helps create and share knowledge about models of entrepreneurship.

**Benefits** Increased awareness of thinking resulting in deeper, structured thinking, better memory, and clearer communication. Individual maps provide a basis for an organizational knowledge base of shared maps.

#### Problem

Micaela's job, as a Lab Keeper at Qonsius, is to deeply understand how the complex, multi-faceted world of entrepreneurship works and communicate this knowledge to her colleagues. Then, based on this research, Qonsius develops a new entrepreneurial system that fosters and grows new ventures with positive social, environmental and financial impacts.

Prior to using Plectica, Micaela never saw value in visually mapping knowledge. Instead, when synthesizing and reporting on research, she made do by simply recalling the information. However, when Micaela took on the role of Labs Keeper, she needed a way to visually analyze and synthesize a large amount of complex research in a way that made sense to her and her colleagues.

She also found her way of thinking—which she described as “very unstructured”—as a barrier to creating and sharing knowledge efficiently and effectively. Micaela needed a solution that would help her systemically think through any concept related to entrepreneurship—no matter how big or complex—and share that clear thinking with others.

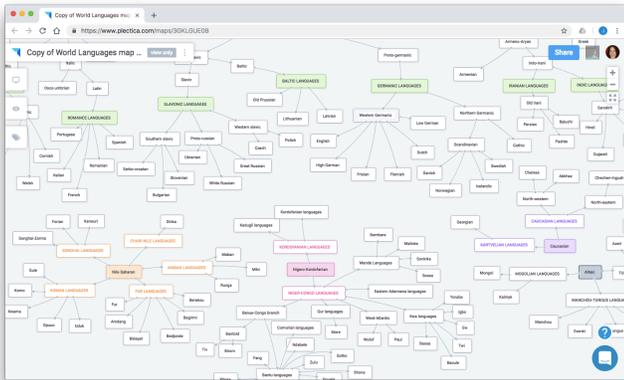
#### Solution

Upon joining Qonsius, Micaela adopted Plectica and DSRP (the cognitive architecture behind the software) to create and share knowledge. When researching concepts related to entrepreneurship (with the purpose of sharing this knowledge across her team and eventually using it with clients), she can pull any key idea into a Plectica map open in her browser. While visually mapping her thinking in Plectica, she is organizing, structuring, and encoding information. This makes the ideas more memorable, meaningful, and understood. Using Plectica, she sees the underlying structure of the text and identifies the key anchor points on which to focus. Micaela reported that it takes her half the time to analyze a document with Plectica.

**“Plectica’s patented technology is based on a powerful cognitive architecture that is incredibly simple and at the same time complexity-friendly. This architecture is all ‘behind the scenes’ for the user but it has lasting impacts and benefits by increasing their cognitive complexity.”**  
 – Dr. Derek Cabrera, Chief Science Officer, Plectica

After gathering the main ideas onto the canvas, she builds relationships between them. Micaela explained that: “At the beginning, I wasn’t confident about relating two ideas. Now, I’m not scared to fill in gaps with my own knowledge.” By organizing her ideas on the Plectica canvas, she organizes her thoughts and understands her own thinking (i.e., she’s more metacognitive).

**“Plectica changed the way I create knowledge. I learned to focus on the most salient ideas and not be afraid to build relationships between them.”**

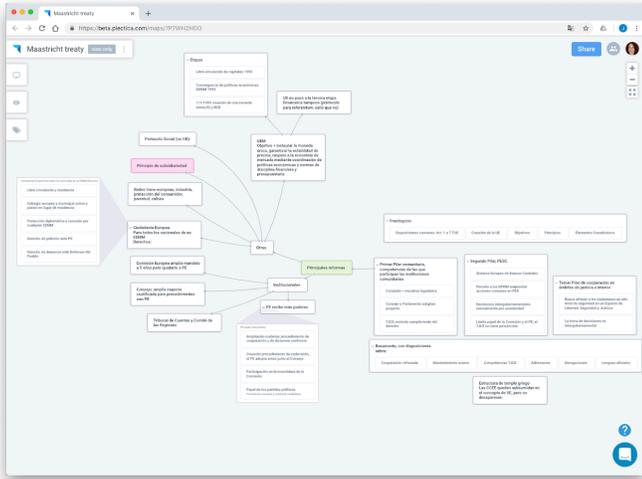


Plectica helps Micaela to see the interconnections, such as among the world’s languages.

Plectica’s “cognitive architecture” is based on decades of research by Derek Cabrera, systems and cognitive scientist (Cornell University), and mimics how the human brain thinks through problems and situations. This architecture makes it easy to capture, organize, and adapt your ideas quickly. The visual and tactile nature of the software improves users’ cognitive function because every idea in the map is object-oriented and can be moved by simply dragging and dropping. The net result is that clarity of thought is increased and occurs faster.

**“I learned so much about my thinking with Plectica. I learned how I’m structuring my thoughts, and now I’m able to follow my thought process. This has made me more confident, which has improved my research and has given me more courage when explaining things to others.”**

Once she has a clear picture of the concept at hand, she refines the map by adding: examples in the card summary fields, card and relationship colors, attributes, and perspectives to make the maps easier for her team to read and understand. Micaela explains that, “Once you clarify your thinking by mapping it in Plectica, you can then communicate it with greater clarity and fidelity.” She also finds that it is faster to explain a concept to someone when you have a Plectica map in-hand, as it clearly shows the flow of knowledge.



Plectica is the go-to tool Micaela shares knowledge with her team.

## Benefits

**“Plectica changed the way my mind structures information. Now, my thinking is less chaotic, and more systematic.”**

With Plectica, Micaela transformed her thinking into an elegant and systematic process from one that was chaotic and implicit, and therefore somewhat foreign. She explained that “Plectica changed the way my mind structures information. Now, my thinking is less chaotic and more systematic.”

This transformation has led to numerous benefits for Micaela and her work. Using Plectica, she understands and communicates information faster and with greater clarity, which supports her team’s efforts to develop leading, innovative entrepreneurship models.

She has also realized benefits outside of her daily work at Qonsius. When Micaela is not researching entrepreneurship, she is preparing to become a diplomat, which requires a great deal of studying and memorization. She finds that visually mapping concepts—such as all the treaties in the European Union—helps to remember them over the long-term by recalling the structures built in Plectica.

In the end, Micaela explained:

“My thoughts used to be unfamiliar territory. Now, after using Plectica, I’m beginning to understand how my brain works, and it’s becoming more and more familiar.”

**For more information on how Plectica can help you and your team transform your thinking, contact: [support@plectica.com](mailto:support@plectica.com)**