

What do geckos toes teach us about risk?

Our Brand Richness: Dialog-driven Risk Discovery

Our market advantages arise out of conditions central to human nature, which software can never match:

- As a human race, we are wired to communicate, talking is much more natural than interacting with software, no matter what today's juveniles or social media pundits say...
- Trusting relationships are vital to foster the willingness for people to tell us what we *need* to hear rather than what they think we *want* to hear.
- *Risk management software filled with answers that people think we want to hear is a **bigger risk** than not having a risk discovery program at all, yes or yes?*

BUSINESS FABLES

In the arena of 'business fables' in the vein of Kelly's *The Dream Manager* or Lencioni's *Death by Meeting*, our menu has both bite size versions, [The Copper Ladle](#) and the full-meal deal with the [Blue Two](#)™ series.

Want to see over the horizon? Systemkey™ Solutions equip you to *unlock* the door, *walk through* and *climb up the steps* of the lighthouse to the point where you're above the fog created by the modern media myths.

Once you've arrived at the lens room, you **can** see *over the horizon* of your former perspective yet still recognize the surroundings below, so *those who are alive & awake* can bring this increased perceptiveness to all walks of life!

[STI Press](#) and its imprints: Skerja Press, Editions Himibjörg and STETA Publications serve to unite science and art in building [business intimacy](#): that culture where people feel safe telling us what we *need* to hear, rather than what they think we *want* to hear (see <http://systhink.info>).

The [puzzler in the headline](#) is a key to understanding how our unique perspective delivers exponential client value: <http://stipress.com/gecko>.

Here is the STI Press current catalog: <http://stipress.com/cat15>



gecko



cat15

Our Systemkey™ Risk Solutions Platform

Our Systemkey™ Risk Modeling Language ([SRML](#)) was designed to transform how risk is measured and managed by delivering more granular detail on risk exposures.

Read more: <http://stipress.com/5brands>

Currently our for-profit LLC has **5 distinct brands**, each focused on a different market segment for our approach of driving profit by resolving risk:

- [Rock Eel Digital](#) helps people to untangle the web. (Solo-Practice-to-Small-Biz focus) See <http://rockeeldigital.com>
- [Red Sky™ Risk Suite](#) identifies risk consequence according to potential impact on business performance. This helps executives and their teams to prioritize and schedule business process improvement, problem resolution and overall spending. See <http://stipress.com/redsky>
- [Semantic Compression™](#) provides tools to rapidly innovate and acclimate in mergers & acquisitions. It enables both software & people to *purposefully collect unstructured data in a structured environment*. Learn more at <http://stipress.com/semcom>
- [Systemkey™ Enterprise Suite](#) delivers the capacity for organizations to leverage their training budgets (doing more with less).
 - Our data-driven [Language Leverage™](#) workshops are distilled from 7000+ hours of live training and work across 7 different cultures.
 - We can ‘embed experience’ into the design of the tools teams use, so that *with our tools*, they lower the threshold required to achieve useful results from their current workforce.
 - Read more: <http://languageleverage.com>
- [Systemkey™ Global Train-the-Trainer](#) equips organizations who qualify for [STETA membership](#) to leverage *risk solutions powered by the Systemkey™ Platform*, across their entire footprint. With granular attention to local needs in culture, language, delivery modality and training recertification, an organization’s many voices can speak one coherent language in the field of risk reduction!
 - Read more: <http://systemkey.org>



R.E.D.



redsky



semcom



langlev

I am eager to answer any questions you have about how risk solutions powered by Systemkey™ can magnify the business advantages you *and your clients* enjoy.

Very respectfully,

Matthew E. Weilert
Founder, STI & STI Press
systhink@systemkey.net

Board Chair, Systems Thinking & Engineering Technical Alliance
STETA: *A Chamber of Commerce for Risk*
+1-847-227-3006 (international) +1-866-288-0530 (US & Canada)