

# MaaS Consulting

To know thyself is the beginning of wisdom



**SOCRATIC CONSULTANCY**



# The Socratic difference

***Socratic Coaching*** is used either as an independent approach or in the form of partial interventions in the context of established coaching techniques. It complements the more psychologically-shaped techniques and adds a practical-philosophical foundation to them. This kind of coaching and consulting is being established primarily in 'learning' organizations and enterprises to develop long-term and long-running orientation of action.





# Socratic Consultancy defined

**Mission** - Socratic Consultancy provides business intelligence based solutions with a Socratic Method framework targeted to define, narrate, and convey meaning for its clients.

**Vision** - Socratic Consultancy will be the most trusted independent consulting agency in the marketplace.

**Values** - Belief. Goodwill. Trust.





# Problems to solve

1

*Not being self-aware... are you aware of your strengths, weaknesses, culture and your purpose as an organization? **Know your why...***

2

*Static in the firm's development with little to no agility in the market... are you not hitting your growth goals? **Navigate within your meaning...***

3

*Absence of a clearly defined identity as a firm and not knowing your place in the market... are you confused about how best to sell your product or service? **Develop your narrative...***

4

*No long-term vision... are you struggling with finding a way to stake your place in the market sustainably for the long-term? **Build a sustainable future...***



# MaaS (Meaning-as-a-Service) Consulting offers a holistic solution

*The Socratic approach* to questioning is based on the practice of disciplined, thoughtful dialogue. Socrates, the early Greek philosopher/teacher, believed that disciplined practice of thoughtful questioning enabled the student to examine ideas logically and to determine the validity of those ideas. In this technique, the teacher professes ignorance of the topic in order to engage in dialogue with the students. With this “acting dumb,” the student develops the fullest possible knowledge about the topic. *In being open to new thoughts, one gains the highest likelihood of success - similar to the thought that one who casts a wider net has better chance to catch a fish than one with a single rod.*

**your...**



**Know...**

**value!**



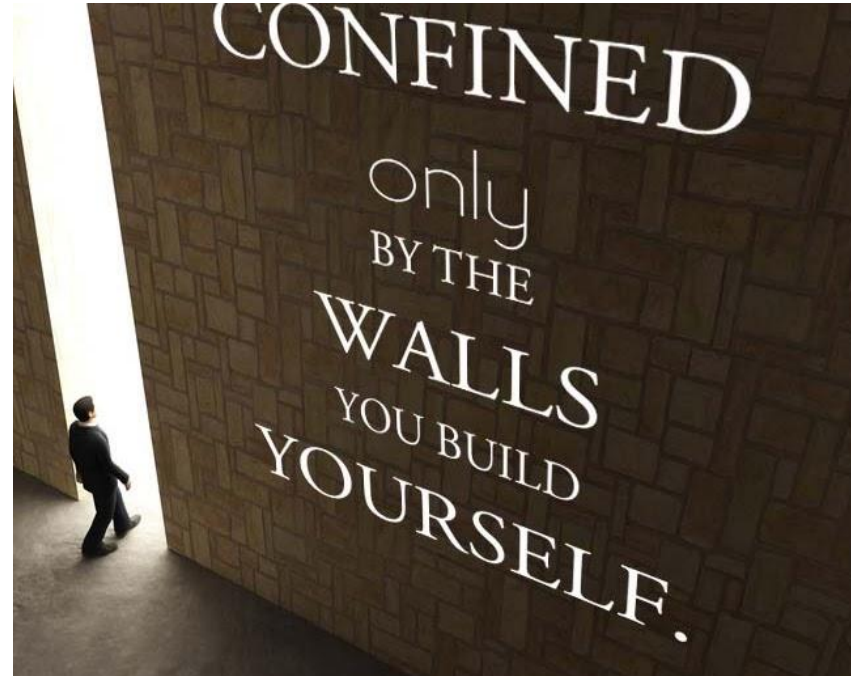
# Know thyself

## 01

This goes glove-in-glove with knowing your “why.” What is your purpose as an organization? What do you want to accomplish in the marketplace?

### **Client Implications:**

In knowing thyself, once accomplished, allows for increased agility in the market because you will now have more time to spend in leveraging your resources more efficiently. The amount of time wasted on getting a firm on the same page is a disability and not a competitive advantage.





# Meaning metrics

Socratic dialogue and project management only at the first approximation are incomparable concepts. An analysis of their relationship is conducted in a broad sense - as a matter of integrating philosophical practice into management. Philosophical dialogue and project management are compatible concepts, the intersection of which established the focus on problem solving. With this in mind, the Socratic dialogue is defined as the kind of philosophical consulting used in the organization to advance management and leadership development. Socratic dialogue has fundamental opportunities in promoting the critical and creative potential of the group's members into competent leaders.

Meaning gives you a competitive advantage

**5%**

83% of organizations say it is important to develop leaders at all levels, but only **5%** have fully implemented development at all levels.

Foster an open culture of self-accountable leaders

**36%**

**36%** of organizations say their leadership development practices are still below average or poor.

Know thy future by defining thy present and past

**71%**

More money is spent on leadership development than any other area of corporate training, yet **71%** of organizations do not feel their leaders are able to lead their organization into the future.



# Resources matter

## 02

Many of us fail to recognize questioning as a skill. And yet, whether in education or therapy - vague, purposeless questions, have a rather aimless quality, wasting time, and failing to elicit useful information.

### Client Implications:

By refining a organization's focus to useful information like focusing on leveraging one's current network of resources - it can supercharge a firm's development as it starts to use its current resources more efficiently and opens up the firm's psyche to ideas centered around the idea of growth, like: expansion, partnerships, in-house dev projects, etc.



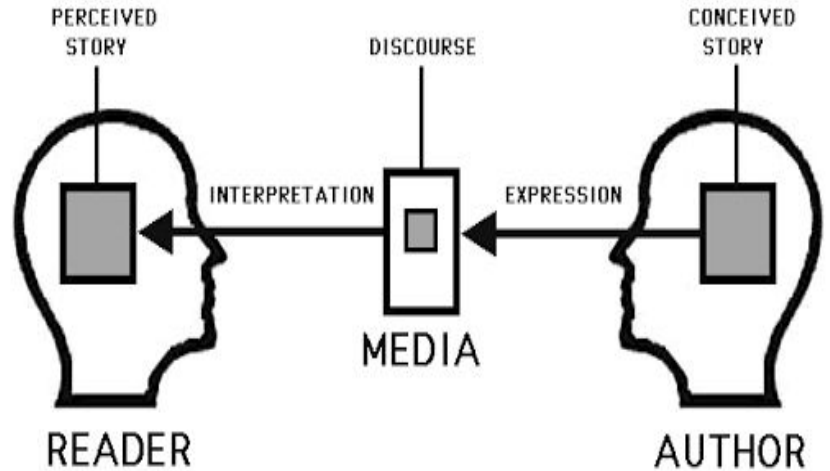
# Narrate effectively

## 03

Define your firm's narrative - this is formulated after defining your "why" and resources. Conceive your narrative, express your story effectively enough through media so that there is as little chance of disintegration of the message as possible before the receiver accepts a perceived parallel record of your narrative.

### Client Implications:

Just like NASA or SpaceX sets up Thermal Protection Systems as a barrier that protects a spacecraft during the searing heat of atmospheric reentry - ensuring that your message is received in a relatable way from the target audience is a matter of dire success or failure.





# Be sustainable

## 04

Align your goals with SDGs to ensure longevity in the marketplace. Study the movements of world leaders and strategically position your team for long-term success in the marketplace.

### Client Implications:

If this is the way the world is heading, especially in such a tight-knit global economy, then it is best to be an early mover and lead the movement for a better and more sustainable world!

## SUSTAINABLE DEVELOPMENT GOALS



# Be digital

Digital transformation results in fundamental changes to the way a business operates - companies are using this process to remake their businesses to be more efficient and more profitable. **90%** of companies are now doing business in the cloud. Digital transformation creates a technology framework to transform your services and data into actionable insights that can improve just about every facet of an organization. 5 benefits of being digital are noted below:

- 01 | *Enhanced data collection and resource management*
- 02 | *Data-driven customer insights*
- 03 | *An overall better customer experience*
- 04 | *Encourages collaboration*
- 05 | *Increased profits, agility, and productivity*





# Offerings



## Workflow Package

Designed to improve your firm's systems, processes and overall flow. Operations and/or Sales.

\*\*\*published rates noted on website\*\*\*



## Growth Package

Designed to target growth for your firm. Advisory, Business Development, and/or Capital Injection.

\*\*\*published rates noted on website\*\*\*



## Critical MaaS Package

Designed to clearly define meaning and narrate your firm's purpose. Branding and/or Marketing.

\*\*\*published rates noted on website\*\*\*



# Leadership

Inspired by his late mentor, Dr. G.L. Forward, a Professor of Managerial and Organizational Communication at Point Loma Nazarene University and a Management Consultant - Ian developed a passion for helping people through consultation. As Dr. Forward used to say, "The best leaders make leaders of those around them." Keeping this spirit of thought alive, albeit close to a decade later - Ian decided to launch Socratic Consultancy.

With nearly a decade of leadership experience in the real estate, financial services, education, public sector, and blockchain verticals, close to a decade experience of selling to Fortune 500 firms, and a Master of Science in Management from Minot State University - Ian is excited to help Socratic Consultancy partner-clients define meaning in their businesses and to assist them in finding their "why."





Partners



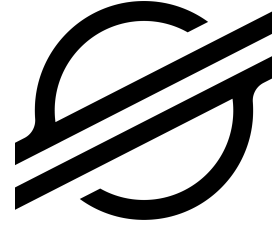
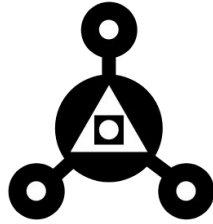
LEMONS

ANIMATION  
STUDIO





## Partners (Cont'd)







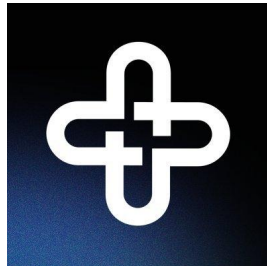
## Partners (Cont'd)

**docebo**<sup>®</sup>

LEONARD  
**McDOWELL**



**COLEMAN**  
First with Knowledge™



  
**LBANK**

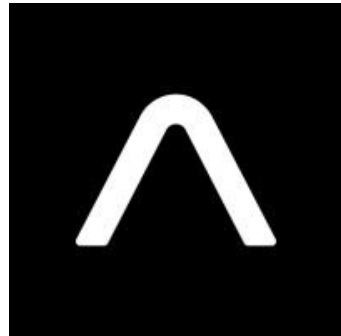
  
**APEX LEADERS**



## Partners (Cont'd)



SQF COIN



ACACiA





**Proud to Participate  
in Impactful  
Communities**



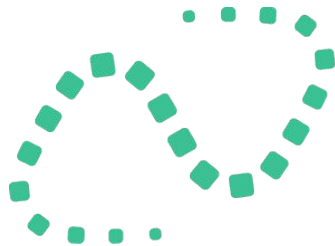
DIGITAL  
POUND  
FOUNDATION



#yes**phx**



# Proud to Participate in Impactful Communities (Cont'd)



FIBREE



# Social Responsibility Partners





## Reviews you can write home about

*"Ian is a smart, hard-working young man who is well connected from the VC space, to emerging tech, to the real estate industry. He has helped me and my business partners solve many problems in the marketplace. I regularly recommend his services to others."*

*Scott H., President  
Hoover Financial, Inc.*

*"I have known Ian for 25 years as a leader, offering invaluable wisdom and insight to seize opportunities. His counsel and loyalty is unparalleled and has led to professional success across industries."*

*Richard H., Owner  
Story Inn, LLC.*



***Are you ready to evolve?***

*“It’s not the mountain we conquer, but ourselves.” (Sir Edmund Hillary)*

***Contact us today to start your journey!***

*Do you seek more light? If so, please [click here](#).*



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