



**SOCRATIC DESIGN ACADEMY**

## The VIP training

*The objective of the VIP training is to **reconstruct your personal-narrative** as a non-personal crystallization of cultural, societal and economic forces. You learn to analyze these complex mechanism and, articulate your hidden philosophical assumptions. Starting from your actual values, **we construct new assumptions that form a new approach to men and society**. You acquire the capacity to cope with any situation by analyzing the philosophical assumptions that are at stake. The analysis of the relation between the abstract and the concrete is a crucial activity in this training.*



### Aspects

In training, we aim at two aspects:

- The capacity to **reflect on your thinking processes** and connect this "Socratic" thinking with the relevant spectrum of philosophical content. It contains an investigation into the assumptions of your thinking processes and in your implicit philosophy about humans, knowledge, moral, beauty and being.
- You will also acquire the capacity to **initiate these processes in groups**. To reach collective intelligence, we need to eliminate the hindrances that exist within and between people. The Socratic dialogue method is a method that can replace the hierarchical, abstract and fragmented academic knowledge and focus on creating a shared idea.

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### Dimensions

You will learn to facilitate value-generating processes, brainstorming in-depth and creating new practices with the Socratic Design method. In training we will distinguish several dimensions, which we deal with a-chronologically:

1. Investigation of **your philosophy** (assumptions, values, necessities and personal line of reasoning) and create a clear image of this philosophy.
2. A general knowledge of **critical thoughts and approaches in philosophy**, which are relevant for Socratic transformation and practical implementation. We deal with critical social philosophy, anthropology, ethics, epistemology and argumentation theory. The focus is on concrete societal and business related burning questions.
3. Acquiring **skills for philosophical analysis** in practical circumstances: argumentation skills, analytical skills, basics of logic, writing, and rhetorical skills, creative thinking skills and group dialog skills.
4. **Socratic Dialogue moderation**, theory and practices as tools for innovation.
5. Develop a coherent and consistent **personal practical philosophy** for innovation and transformation, based on acquired skills and knowledge, applicable to your practice as consultant.



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### Activities

Activities related to these dimensions:

#### Ad 1.

- Writing the story of the genesis of your thinking process.
- Deconstructing assumptions.
- Case study and make explicit your approaches.
- Searching for necessities and consistencies.
- Composing an image.
- Identifying some creative friction points and inconsistencies.
- Prospection of your own thinking process.
- Exercises in analyzing the thinking

#### Ad 3.

- Investigation of assumptions
- Hermeneutic reading.
- Argumentation analyses (consistency, validity, truth, function, sound, reasoning)
- Logical fallacies.
- The website <http://philosophy.hku.hk/think/> exercises (90 hours)
- The art of posing the good questions?
- Writing of essays.
- Theoretical practices (making speeches)
- Listening exercises.
- Defending theses and antitheses.
- Writing newspaper articles.
- Writing executive summaries.
- Explaining complex models in simple language.

#### Ad 2.

Some essential philosophical notions that are always present in all day conversations and acting, like:

- Philosophy of men (ideas of men).
- Perceptions of facts and world. (Notions of knowledge)
- Empirical views. (Idem)
- Notions of moral good. (Cases of conflicts)
- Ideas of beauty.
- Notions of truths.
- Social philosophical notions of state and organizations (questions of power).

Burning questions like:

- What is the sense of life?
- Are we selfish?
- What is good work?
- What is the essence of business?
- What is innovation?
- What is a business model? Etc.
- What is good

Leadership

- How to organize a team.
- What does the world need?

- Making ideas for a business, project or enterprise. Remake ideas that encompass values, behaviour, attitudes, relations, structures, practices and finally the products and services.



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### Ad 4.

- Socratic coaching (how to help individuals)
- Socratic Dialogues (how to solve problems, how to create ideas)
- Future scenarios methods (how to make strategies)
- Socratic innovation lab methods.
- Socratic tools for business (Socratic

### Ad 5.

We will develop your “approach” how to integrate these Socratic tools into your practices. This includes your own manual for your approach. You will end with a text about your method fitted for external communication, including a case study or a simulation. You will be capable of transforming any group of individuals into one collective brain. Above all you will have a consistent philosophy about your practice resulting in operational tools to help any persons or businesses.

## Costs

The contact hours will be **an estimate of 100 contact hours**. We plan the face to face training sessions every month; they will take one, two or three days. The quantity of your own study time depends of course on your available in space and time. The **self-study will take roughly 200 -300 hours**. We concentrate all the courses in 6 or 8 months depending on your availability to work and to do exercises. You can have short sessions via telephone/ Skype/Facetime, depending on the subject from 1 to 4 hours (for instance every two weeks).

**The hourly rate is 200 € IVA excl.**

The face to face training sessions will take place in Cataluña, Spain.

Travel and stay costs to Catalunya are not included in the price. Travel costs for the trainer are not charged.

**Total ESTIMATED costs 20.000 €**

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The charged hours concern all professional activities for the training, like preparing, writing reports or Skype sessions (travel time is NOT charged). The goal is to finish within one year, but this – as has been said – can also be done in a shorter time.

It is necessary to participate in a group training Socratic Dialogue in Spain of 3 days, preferably at the beginning of your program.

We will use a personal basecamp page, all the work documents and comments and reports can be placed there chronologically. Over the Basecamp there is a continuous contact about the progress made. All information, knowledge, experience exchanged will be confidential. The Basecamp platform will be closed after the training, and after you downloaded the content.

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