

## New Version: iMODELER 6.0 feat. [KNOW-WHY.NET](https://www.know-why.net)

The iMODELER 6.0 brings a simpler price scheme, a server-version for enterprises and organizations, a powerful new way of qualitative weighting of connections, a nice qualitative analysis using bar charts, a 'show-why'-button that explains the results of a qualitative analysis, and, of course, the direct access of [KNOW-WHY.NET](https://www.know-why.net), our new portal for the knowledge about the interconnections in our world.

### The iMODELER

The iMODELER is an universal tool to visualize and analyze interconnections of any topic - via computer, tablet, or smartphone, for private, economical, scientific, political or educational purposes, either alone or collaboratively at the same time with others.

You have the choice: Either interconnections are modeled roughly through qualitative weighting to be analyzed in the unique Insight Matrix to see what risks are most threatening, what measures are most promising in order to reach a goal.

Or you use data and formula to model quantitatively to simulate scenarios on the potential developments of something.

### New: The magic button to access [KNOW-WHY.NET](https://www.know-why.net)

Whether the conclusions within the model are logical can be easily checked through the connection sentences "more of ... leads directly to more/less of ...". If you want the iMODELER reads out loud every connection sentence.

Whether the conclusions from the model as a whole are valid depends on its inclusion of the crucial factors. Already helpful are the guiding four questions (the so-called KNOW WHY Method): what leads directly to more of a factor, what to less, what to potentially more in the future, what to potentially less in the future. However, whether we have the feasible answer to these questions depends on our knowledge, our creativity and even our mental condition at the moment when we model. With [KNOW-WHY.NET](https://www.know-why.net) we have virtually a whole community of experts sitting next to us that helps us to think of potential influence factors. For the question of what leads directly to more or less of a factor we can press the 'magic button' and from [KNOW-WHY.NET](https://www.know-why.net) we receive a list of possible influence factors based on all the models that are published on [KNOW-WHY.NET](https://www.know-why.net). The proposals are scored so likely the best will be listed first.

That means you develop your individual model with the knowledge from 'the world'. Of course, you may also decide to share your models on [KNOW-WHY.NET](https://www.know-why.net) (Creative Commons License) via Menu ... Share.

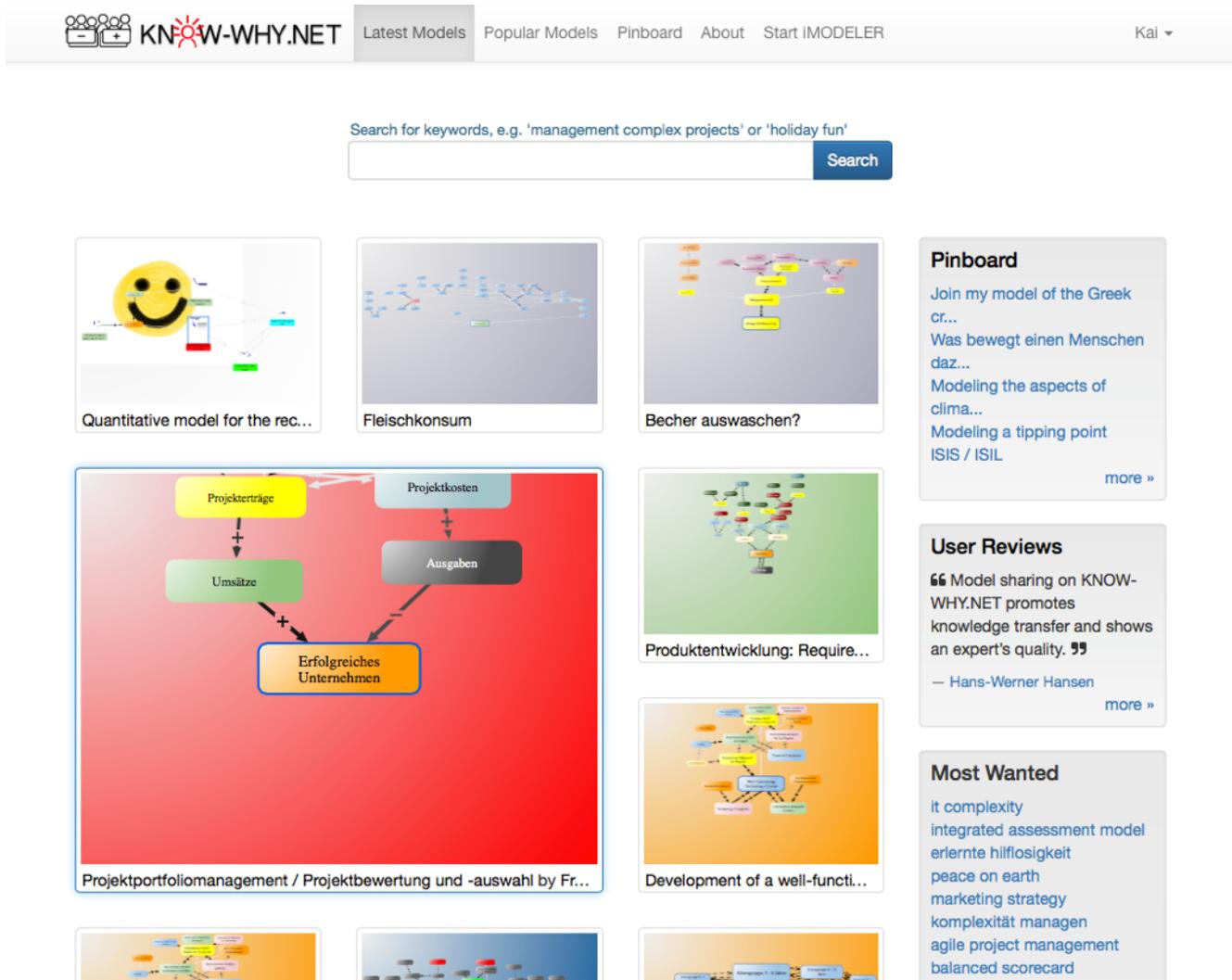
The screenshot shows the iMODELER 6.0 software interface. On the left, a diagram illustrates a causal link from 'Datenverlust' (Data Loss) to 'Funktionierende IT' (Working IT). A callout bubble points to a button in the top right corner of the diagram area, stating: 'The magic button: Defining a new connection here you can ask [KNOW-WHY.NET](http://KNOW-WHY.NET) for proposals'. On the right, a table lists various models and their authors.

Bewertung	#	Autor	Modell
0	0	Kai (#2)	ct Modell Projekt Gartenteich
0	0	Kai (#2)	ct Modell Projekt Gartenteich
0	0	Kai (#2)	ct Modell Projekt Gartenteich
0	0	Kai (#2)	ct Modell Projekt Gartenteich
0	0	Kai (#2)	Generisches IT Modell
0	0	Kai (#2)	Generisches IT Modell
0	0	Kai (#2)	Generisches IT Modell
0	0	Kai (#2)	Generisches IT Modell
0	0	Kai (#2)	Generisches IT Modell
0	0	Kai (#2)	Generisches IT Modell
0	0	Franc Grimm (#1)	System-Archetypen / Verhaltensmuster
0	0	Franc Grimm (#1)	System-Archetyp / Verhaltensmuster
0	0	Franc Grimm (#1)	Verhaltensmuster Traoddie der Miete oder Eigentum?
0	0	Franc Grimm (#1)	Miete oder Eigentum?
0	0	Franc Grimm (#1)	Die wahren Kosten einer (Lebens-)versicherung
0	0	Kai (#2)	Erfolgreiche Projekte
0	0	Kai (#2)	Erfolgreiche Projekte
0	0	Kai (#2)	Projekt-Grobreflexion
0	0	Kai (#2)	Projekt-Grobreflexion
0	0	Kai (#2)	Projekt-Grobreflexion

Nacharbeiten	-	im Kostenplan (in budget)	0	0	0	Kai (#2)	Erfolgreiche Projekte
Kommunikation	-	geringe Kosten	0	0	0	Kai (#2)	Projekt-Grobreflexion
Qualität der Ressourcen	-	geringe Kosten	0	0	0	Kai (#2)	Projekt-Grobreflexion
gutes Management	-	geringe Kosten	0	0	0	Kai (#2)	Projekt-Grobreflexion

[KNOW-WHY.NET](http://www.know-why.net) is also an international portal to search, discuss and develop models, accessible directly via [www.know-why.net](http://www.know-why.net).



The screenshot shows the KNOW-WHY.NET website interface. At the top, there is a navigation menu with links for 'Latest Models', 'Popular Models', 'Pinboard', 'About', and 'Start iMODELER'. A search bar is located below the navigation menu, with the text 'Search for keywords, e.g. 'management complex projects' or 'holiday fun'' and a 'Search' button. Below the search bar, there is a grid of model thumbnails. Each thumbnail contains a diagram and a title. The titles include 'Quantitative model for the rec...', 'Fleischkonsum', 'Becher auswaschen?', 'Projektportfolio management / Projektbewertung und -auswahl by Fr...', 'Produktentwicklung: Require...', and 'Development of a well-functi...'. On the right side of the grid, there are three sections: 'Pinboard' with a list of model titles and a 'more »' link, 'User Reviews' with a quote from Hans-Werner Hansen and a 'more »' link, and 'Most Wanted' with a list of model titles and a 'more »' link.

## New: iMODELER-Server for larger enterprises and organizations

You can install the iMODELER-Service as a server solution for your intranet. This way your enterprise or organization gets its individual and internal version of [KNOW-WHY.NET](http://www.know-why.net) (which we then call iMODELER-KNOWLEDGE-BASE) to have a powerful tool to

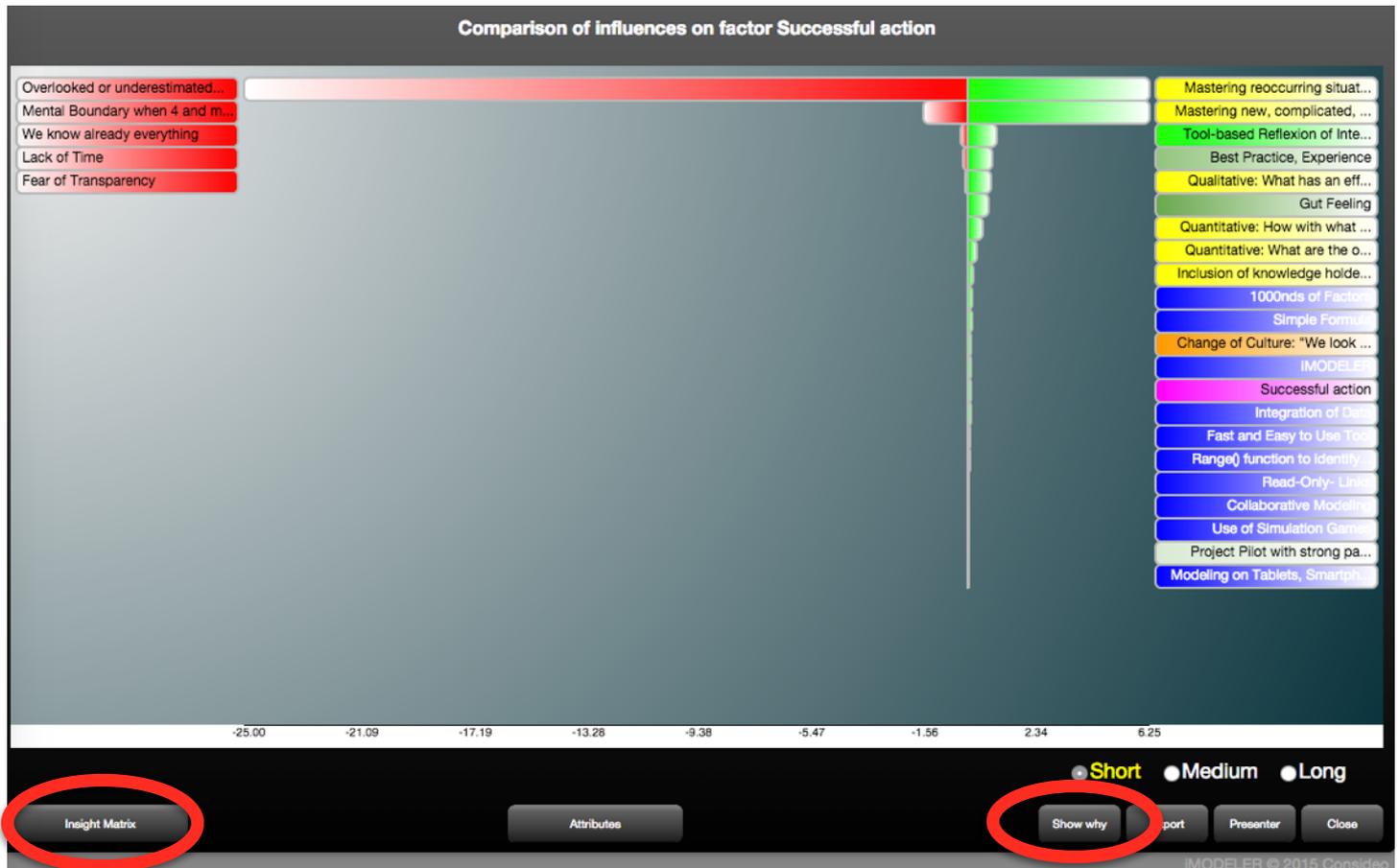
- develop,
- update
- and share

knowledge.

Only with reference to actions information becomes useful knowledge and cause and effect relations show the consequence and prerequisites of actions! Actually, this is the best tool to become Senge's learning organization.

## New: Qualitative analysis with bar charts

Alternatively to the Insight Matrix you can analyze a qualitative model through looking at a bar chart analysis for each factor:



The show way faster the most important or effective factors. The Insight Matrix differs as it shows with its y-axis also the change of impact. The bar chart shows this when you change between short, medium, and long term.

## New: Show-Why-Button

Again and again people ask us how the positions of factors in the Insight Matrix and now also in the bar chart is calculated. Well, a click on the new 'Show why' button no shows either the cause chains a factor influences or the loops it triggers and their values.

The values are simply the result of an impulse of 1 multiplied with the weightings along the chain. If A influences B with 25 percent, and B influences C with 10 percent, then the potential influence of A on C is  $1 * 0.25 * 0.1 = 0.025$ . This is not an absolute values - it is just to be compared with the value of other factors.

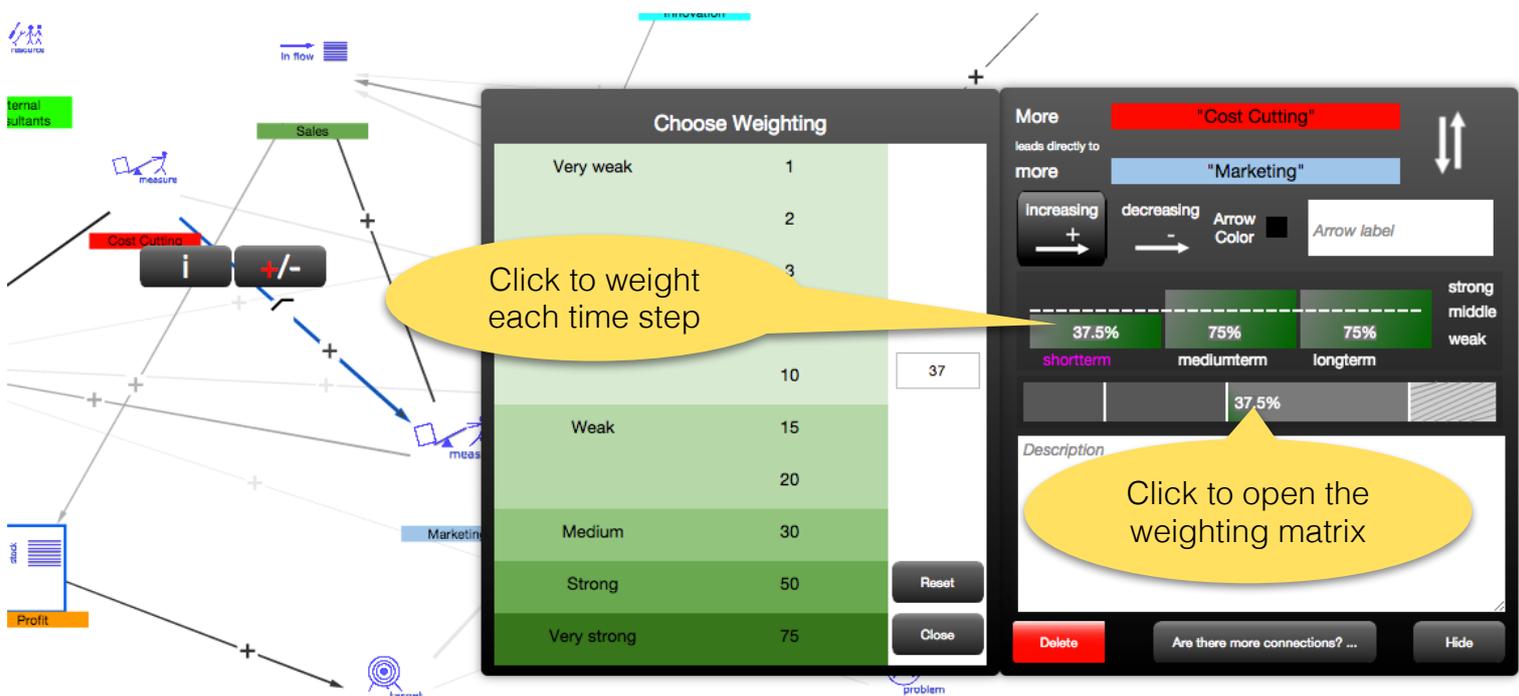
The values of loops also are the multiplication of I with the weightings along the loop. Their value defines the change of an influence over time (next to directly defined delays).

This may sound complicated but don't panic: only very few user need this kind of explanation while the majority simply compares the position of influences in order to identify obstacles and potential measures to their goals.

## New: A Differentiated weighting of qualitative cause and effect relations

Quite often there was a challenge. A qualitative weighting simply means to define whether an impact is stronger or weaker compared to the influence of other factors. The quickest way was to simply say it is weak, middle, or strong. One challenge was that just three values were not enough. Another was that for example long cause chains for a positive effect and short chains for a negative effect. "Education of staff" might strongly lead more "Product quality" which might lead strongly to more "Sales" and that strongly to more "Profit". On the other side "Education of staff" leads weakly to more "Costs" that lead strongly to less "Profit". The Insight Matrix would show an overall negative impact for education simply because the chain to multiply the weightings for the positive effect is longer than that for the negative effect. Only if you would use a more realistic percentage weighting stating that quality leads to almost 90 percent to more sales while the education takes only 2 percent of the total costs you get a more realistic position of the factors in the Insight Matrix of "Profit".

However, now we have solved that challenge. Influences get automatically a standardized percentage value and at the same time the attributes of weak, middle and strong get automatically adopted according to the number of connections.



Together with this new weighting we have also redefined the way you can model delays. So far a long-term effect (delay) meant that the defined impact was short-term a quarter and medium-term half of it. Now you can define them explicitly and more flexible.

New symbols at the arrows indicate whether an influence is decreasing, increasing or even going up and down.

We have managed to make the iMODELER more powerful and yet simpler as many challenges need no sophisticated solution or explanation anymore.

## New: Further improvements and the FREEWARE!

Like always there are numerous smaller improvements and bug fixes. For example you may click on the question mark on the bottom left to enter a new quick guide.

Finally, some very important news: the iMODELER is also available as a freeware to spread this way of visualization of interconnections.

<http://www.consideo.com/test-buy.html>

Now it is your turn. Show up with your own models on [KNOW-WHY.NET](http://www.know-why.net)!

## What will be next?

Well, we won't tell, but we are in the midst of it. Simulation games will become more attractive, the communication while modeling collaboratively will be revolutionized, the access to [KNOW-WHY.NET](http://www.know-why.net) will also be reinvented, and, of course, there will be the PROCESS-iMODELER to optimize projects and processes.

## About Consideo:

Consideo GmbH ([www.consideo.com](http://www.consideo.com)) from Luebeck, Germany, started 2004 as a spin-off from an international research project. The target was to ease decision support tools so the actual decision makers could use them on an every day basis and just a few experts. The MODELER and now the iMODELER is used all over the world for politics, business, research, education and for private challenges. Customers range from automotive and banking to telecommunication and transportation, from a fashion boutique to a case management person, from environmental research to peace keeping missions. Actually, there is no field not using it, yet. In addition the MODELER and iMODELER are used at several thousand schools and universities.

Consideo no just offers the software. Franc and Kai also work internationally as trainers, facilitators, and consultants for all kind of challenges next to a network of partners.

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