iCue®: a visual method to understand human decision making

About iCue

Research shows that nearly all human decision making is based on the unconscious mind and yet, little attempt is made to understand the role of unconscious mind in tackling risk. iCue is a semiotic framework for understanding and visualising how human beings make decisions. The word iCue is not accidental but rather comes from the criticality of understanding the many 'cues' people give us in conversation if we have developed skills in effective listening and open questioning. The idea of being intelligent about these 'cues' is central to the iCue Engagement Process.

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The iCue engagement process

The iCue Engagement Process is an open process of concept mapping (according to iCue Listening) the thinking and decision making of the participants. The iCue Engagement Process is semiotic, visual, transparent, relational, and participative. This is the source of its power and effectiveness as it represents real-time response in-situ, undetermined by preconceived ideas and agendas that are often hidden in checklists and drop-down tools.

What do I need for practicing iCue?

We realise that becoming a listener and an observer takes time and practice. The iCue Method and Process comes with a toolkit (scenario cards, pocket guide and magnet coasters). You can purchase the iCue kit for GBP 60.00 by emailing us at support@novellus.solutions.

You would need a whiteboard, marker pens (assorted colours) and a few sessions of guided coaching that would set you on a path towards risk maturity and cultural intelligence. For the curious ones, we will also provide reading material free of cost if you wish to immerse deeper.

How would iCue benefit me:

iCue is a practical method to improve risk maturity and cultural intelligence. We designed iCue for pilots, surgeons, mariners, technicians, doctors, boardroom members, and anyone whose success depends upon interacting with others. iCue allows you to:

- understand the role of language (including metaphors, symbols, gestures, rituals, heuristics, and habits) in influencing decision making
- improve your observation skills by becoming visually intelligent
- improve your listening skills using proven methods
- sharpen your risk maturity and cultural intelligence
- demonstrate due diligence by focusing on deeper, cultural issues
- adopt a reflective and critical leadership style
- improve your relationship with others.

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ABOUT

About Nippin

Nippin Anand is a master mariner with a Master's degree in Economics and Trade Policy and PhD in Social Sciences and Cultural Anthropology. Nippin is an internationally recognised specialist in safety management and accident investigations. His significant experience in the maritime, oil and gas sectors spans hands-on operations, academic research, consultancy, and certification and regulation. He is keenly sought both as a consultant and a guest speaker.

About Novellus

We are a UK based company with world class expertise in Organisational Culture, Leadership and Risk Intelligence. We regularly facilitate learning events with the view to promote innovation across safety critical industries. We do this through a series of short presentations followed by active listening, intensive discussions and even disagreements. Learning and critical thinking inevitably follows.

Come join us if you want to learn more than you knew yesterday.

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