



What is AOAI?

The forerunner to an Institute, AOAI supports integrity in the way we analyze – as individuals, as corporations and as societies. It provides the basis for separating fact from fiction in our analyses.

AOAI is currently a private company - Analysis Of Analysis Introspectus Ltd., incorporated in Canada. The AOAI Mission is to *"provide advanced analytic learning, centered on the truth."* The Vision is *"to become a recognized institute."*

You will find on the AOAI website at www.AOAI.ca:

- a Code of Conduct
- a body of knowledge
- e-books:
 - The greenFields Model
 - WIN-PM
- presentation material
- a network of analysts dedicated to professionalism.

Why AOAI?

From Engineering to political science, accounting to law, sound analytics are the foundation upon which we contribute value as individuals, as corporations and as societies. Effectiveness in building our future turns on our sound analytic practice and that of our trusted sources. Integrity in analytics will make the difference between prosperity and lost opportunity.

As individuals we often face the choice between integrity in analytics and competing conflicts of interest, bias, and belief systems. As corporations, ethics of trusted analytic professionals often competes with the corporate goal of a better "bottom line" or enhanced image. As societies, we confront the morality of truth-in-analysis and competing matters of societal behaviour expectations and ideological or faith-based divergence.

For example, our institutions such as governments, mainstream media and universities provide a trusted reference for the truth. We expect:

- that our governments are providing sound and balanced perspectives on public policy alternatives,

- that our mainstream media is providing sufficient, accurate and balanced analytic accounts of what we need to know,

- that our universities are teaching for the purpose of improving our learning.

Realistically, however, we know these institutions are part of social systems that have motivations beyond strict adherence to truth in analysis. They must also contend with obligations for stakeholder confidence, realities of sustainable funding, stakeholders that have individual preferences and expectations and the potential malfeasance of external parties of undue influence.

The resulting divergence from sound analytics can mean:

- that our governments provide leading or biased perspectives on public policy - perhaps "selling" not "telling"- that may serve other than the public good,

- that our mainstream media provides what we are intended by others to know with filters that skew or control the information we receive,

- that our universities place what to learn above how to learn with a preoccupation for installing a controlled curriculum.

How do you analyze analyses?

AOAI refers to a divergence from sound analytics as a "sociolytic" - a contraction of "social" and "analytic." Sociolytics are derivations represented as analyses that fall short of the reasonable standard of sound analytic practice. They are a false facsimile of the truth, a misrepresentation, whether intentional or otherwise. AOAI thus draws the distinction between sound analytics and sociolytics.

Sound analytic practice is engrained in most within society through formal secondary school education. AOAI's analyses of how we analyze is thus a matter of citing existing, known analytic correctness. AOAI thus offers a compendium for "course correction" on sociolytics. The AOAI purpose is to draw an awareness of sociolytics, and, by correcting impropriety, eliminate them.

AOAI's analysis of analysis framework is referred to as the "greenFields Model" featuring three programs of focus: the individual analyst, the corporate professional analyst and society on the world stage.



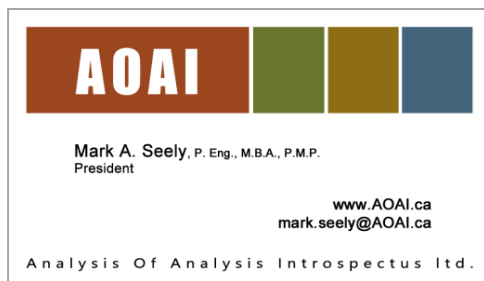
Welcome to AOAI

Mark Seely

Societies, businesses and individuals make important decisions based on analyses from sources they trust. Putting the right plan into motion depends upon integrity in these analyses – their accuracy, objectivity and sufficiency.

AOAI promotes professionalism in analytics providing discussions, tools and frameworks that draw a distinction between reasonable analytics and facsimiles thereof.

AOAI – advanced analytic learning, centered on the truth!



Why now?

In the past, our trust in these institutions was complete – with a virtual monopoly on information, we didn't have much choice. Our individual and professional analytic research amounted to reviewing trusted publications, those editorially controlled, citing references for them, and, on the strength of their reputation, forming our argumentation.

The internet has forever changed our way of life, our manner of thinking and our analytic opportunity. Information sources are available from all walks of life, all societies, internationally, that compete with the former monopoly. We thus confront the dichotomy between the traditionally sanctioned closed-system sources and the new open-system alternative sources.

The open system, of course, poses a new problem and requires a different approach to analytic navigation, one that enables discretion between analytic fact and analytic fiction through sound analytic practice given the diversity of views available.

Visit www.AOAI.ca.

AOAI Code of Conduct

1. Place integrity of analytics and the interests of the client above your own interests,
2. Disclose any potential conflict of interest or bias,
3. Address your professional perspective relative to required or influential institutional convention,
4. While respecting the client's choice, provide a referential perspective based on integrity-in-analysis, in addition to any instruction or terms of reference for analyses,
5. Identify and promote sound analytic method including identification of: issues in a priori direction, assumptions, treatment of data, method of analyzing analyses, treatment of error and alternative interpretations,
6. Distinguish between tactical, ethical and moral analytic correctness as "procedurally aligned", "professionally balanced" and "virtuously considered" respectively,
7. Act with integrity, competence, and respect,
8. Maintain and develop your professional analytic competence.



advanced analytic learning . . .
. . . centered on the truth



This is the first of four AOAI pamphlets:

- AOAI,
- The greenFields Model,
- WIN-PM,
- Analytic Protocol.

www.AOAI.ca