

Jules Yim, Consultant

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Jules Yim is a Consultant with Cognitive Edge and an Accredited Network Practitioner. In this role she is involved in the design, capture and analysis of client projects. She has worked with public and private sector clients in Asia-Pacific, Europe and North America.

Prior to joining Cognitive Edge as a Consultant, Jules worked in various roles in wealth management, automotive tuning and e-commerce, all of which provided invaluable *phronesis*.

Jules aims to help individuals and organisations with their decision making and sense making process by getting them to embrace the complexity inherent in our world, and turning them towards naturalistic methods and SenseMaker®.

After completing a neo-humanistic Classical education and taking the SATs, Jules took a five-year hiatus before recommencing studies in 2009. She is currently reading English Language and Literature, and hopes to read Classics and Theology at a later date.

Her passions are diverse and mostly arcane, spanning vocal performance of Early Church Music and Baroque repertoires, target shooting, rugby, advocating a return to classical education and eradicating the logical fallacies of *post hoc ergo propter hoc* and *cum hoc ergo propter hoc*.

In her spare time she continues her study of Latin and Greek, primarily to facilitate a fuller understanding of the Roman and Greek liturgies and an appreciation for early Church history.