

# Michael Cheveldave, Vice President, Business Development



Michael is based in Canada.

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Michael Cheveldave is Vice President of Business Development for Cognitive Edge where he is responsible for expanding the capabilities of a global Network of practitioners in applying Cognitive Edge methods and the use of SenseMaker®. Prior to Cognitive Edge, Michael founded NuOptiks Consulting, a management consulting practice focused on organizational effectiveness, leadership, strategy, and knowledge management. Michael is an accredited Cognitive Edge practitioner and is a principal instructor for Cognitive Edge globally.

Cognitive Edge has trained a global Network of independent consultants, academics and in-house practitioners in the application of complexity, narrative, and sense-making theory for understanding and solving public, private, and not-for-profit sector challenges. With origins in decision-support, weak signal detection, and human factors in counter terrorism, the methods and techniques created and taught by Cognitive Edge are practised by a global Network of over 1050 accredited professionals. SenseMaker®, the company's software product, enables Network practitioners and licensees to engage large populations to make sense of complex challenges, develop resilient strategies, and monitor, and continuously inform, change initiatives.

Michael has an entrepreneurial background with experience in business development and intellectual capital management in technology companies. Combining a pragmatic entrepreneurial perspective with complex adaptive systems thinking, Michael has designed and delivered projects for organizational initiatives including:

- Mapping situational knowledge to identify resonance versus dissonance to leadership initiatives or goals and objectives
- Improving strategy, innovation, and leadership development through the use of dissent, diversity, and perspective shift
- Mapping organisational cultures to identify areas open to change versus areas subject to resistance
- Enabling weak signal detection and monitoring for customer loyalty, employee engagement, and risk associated with perception bias

Michael has a Bachelor of Engineering degree in Mechanical Engineering from the University of Victoria and a Knowledge Management Certificate from Royal Roads University, both in Victoria, BC, Canada.