


Scope of the AIS Technology / Methodology

DEFINITION

3P Consulting Engineers, Inc.



Business Goals:

[PURPOSE] Maximize customer value using AIS.

[PEOPLE] Form stakeholder networks of social relationships.

[PROJECTS] Meet customer’s objectives through Adaptive Leadership.

In summary, 3P’s overall goal is to meet customer’s project objectives through Adaptive Leadership, forming stakeholder networks of social relationships to maximize value. Using AIS, we create social capital and build consensus.

AIS Technology / Methodology

SOCIAL CAPITAL

Creation ↔ Management

Social Capital Management implies creating Trust!

CONSENSUS

Building ↔ Benefit

Consensus Benefit implies creating Commitment!

La Tecnología Social SAI está a sus órdenes... en Hispanoamérica.

AIS is a novel technological platform, implemented through an application or software system that is used to create and manage social capital.

Social capital should be understood as resources of any kind, contained in relationships between people; and, these resources are used to carry out projects.

In essence, this technology / methodology forms an advanced social integrator, because it enables the integration of people or groups of people who interact, multilaterally, in physical networks to develop projects of a different nature and use.

PRODUCTS

Implementation of the AIS methodology produces, fundamentally, three measurable results:

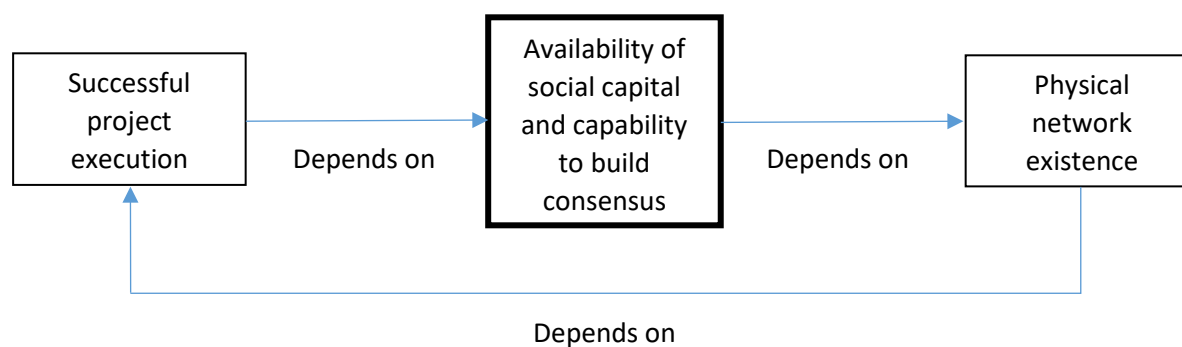
- 1. Achievement of individual and collective benefits, based on the size, composition and structure of a **physical network** of people and their relationships. Obtaining this result depends on the successful execution of projects.
- 2. Completion of **project** scope, based on quality, cost and execution time, to achieve objectives and goals. Obtaining this result depends on the availability of social capital and the capability to build consensus.
- 3. Identification of material, financial and information resources, based on trust/commitment, norms, and values shared by people, among whom **social capital** is created and **consensus** is built, through cohesion and bridging. Obtaining this result depends on the existence of a physical network.

In short, the following table and graph represent the scope of the AIS technology/methodology¹:

Product	Characterization	Measurement	Dependency
Physical Network	People and Relationships	Potential Benefits: Size, Composition, and Structure	Successful execution of a project
Project Execution	Objectives and Goals	Project Scope: Quality, Cost, and Time	Availability of social capital and ...
Social Capital / Consensus	Cohesion and Bridging	Social Resources: Trust/Commitment, Norms, and Values	Existence of a physical network

¹ Equivalent table and graph can be developed using a “Allows” relation instead of a “Depends on” relation. In this case the arrow is drawn in the opposite sense.

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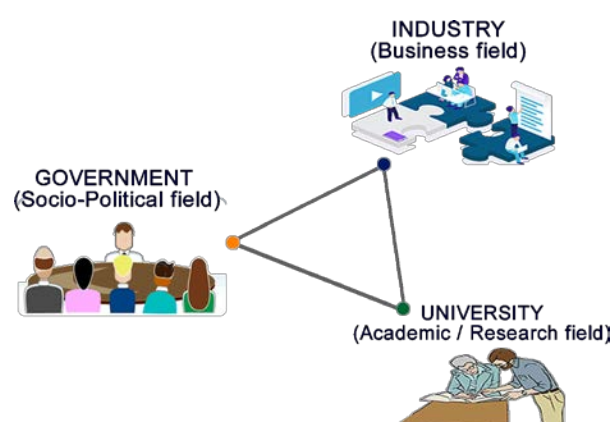


AN ADAPTIVE AND INTELLIGENT SOCIAL (AIS) TECHNOLOGY / METHODOLOGY

AIS is an adaptive social technology / methodology, because it allows the detailed analysis of a sociogram structure ("network structure"), at different levels ("zoom out / zoom in"), following the precepts of Adaptive Leadership. It is, also, an intelligent social technology / methodology, because it analyzes and redefines the attributes of social actors (demographics) and their relationships in a dynamic way.

Moreover, AIS is more than a Stakeholder Relationship Management (SRM) software system², because it creates, manages and transforms social capital into other forms of capital. It is used, additionally, to plan and execute projects; and, also to solve complex challenges in organizations (i.e., "adaptive or non-technical challenges") in an intelligent way, through an iterative or experimental process, based on the monitoring, updating and control of the information of project stakeholders.

CASE: AN EXAMPLE IN THE SOCIO-POLITICAL FIELD



We invite you to consider as an example of the use of the AIS technology, the formation of a modern political or social organization³ (see figure below – implementation overview). In this example, AIS begins by organizing the databases of the political parties that are members of a Worldwide Network of Activists, in a safe, complete and easy-to-use way. One of the main objectives is to classify all the available data, into different categories, thereby providing constituent organizations with an efficient mechanism to interact with their members.

Strategic goals of the Network:

1. Come together in coherent and viable actions that guarantee the main objective: the freedom of Venezuela. It is essential to identify the members of the AIS network and establish a common thread of their relationships, in order to act as a network of activists, configured by the different social organizations.

² See Documents (Downloads): "The AIS Social Technology: Much More than a Stakeholder Relationship Management (SRM) Software System", September 6, 2020. Also, for more in-depth information, see: <https://www.theprojectmanagementblueprint.com/stakeholder-management> (**Management of Project Stakeholders or Stakeholder Management.** Management of people's expectations: Identify all stakeholders / Review and analyze their influence and interest / Plan and implement engagement / Influence their actions).

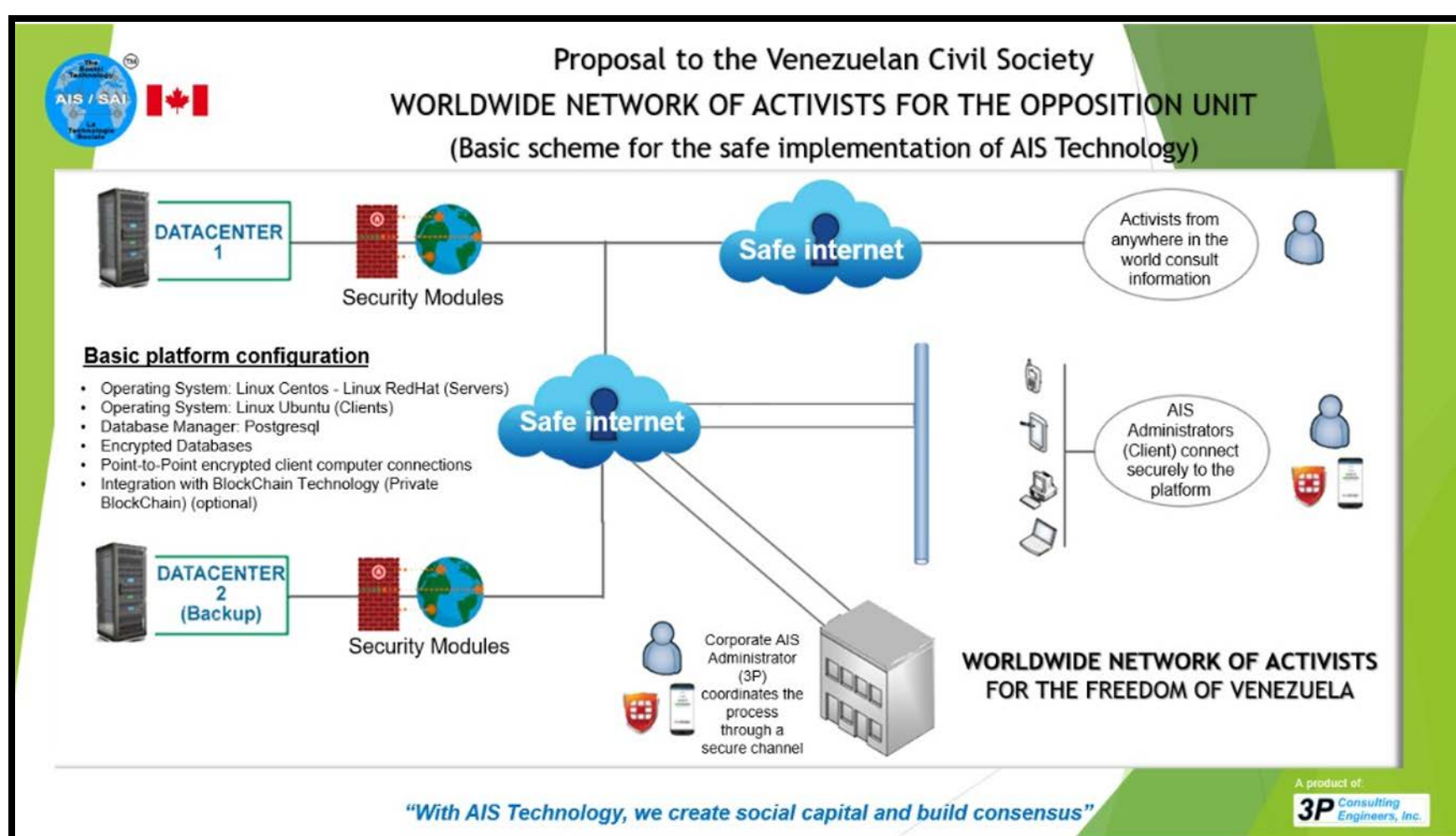
³ See Documents (Downloads): "Proposal to the Venezuelan Civil Society - National Network of Activists for the Opposition Unity", January 9, 2021.

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2. Do an inventory of opposition groups in the country, through the creation of a map, made up of individuals, groups and institutions, including the attributes of the actors and their social relationships.
3. Form an AIS network, as a non-hierarchical structure (sociogram), in which each of its nodes is reinforced, through other nodes of the network, thereby enhancing the strengths and remedying the weaknesses in the different geographic areas involved.

This advanced social integrator operates on the web, which allows users to access information / data, with any computer, tablet or mobile device enabled for it. Furthermore, AIS addresses key questions that leaders of modern political organizations need to answer⁴, as part of their daily activism: Who should I contact to maximize social capital? How can I prioritize my potential contacts more effectively? How can I maximize the number of contacts I make per day? How can I ensure the best coverage of the sectors (upper, middle and low class neighborhoods, and hamlets)? Modern political organizations must know how their leaders use their time.

AIS guarantees easy access to the Worldwide Network of Activists, from anywhere in the world, through an Internet connection (cloud), using a username and password. The leaders of each political organization that is a member of the Network will be able to plan their daily interactions with the members of their network and incorporate new adherents, according to the ideological preferences of each person (liberals or social democrats, alike), thereby maximizing social capital.



AIS uses state-of-the-art technology in geographic information systems (GIS), to manage human resources (leaders), to identify sectors and locate voting centers, throughout the country. The objective is to build a modern political structure, supported by the use of information and communication technology (ICT).

Each political organization using AIS will be able to know where they are and what work their leaders do, in each sector (upper, middle and low class neighborhoods, and hamlets) of the country or geographical area of the world (city / country).

⁴ See Documents (Downloads): "Bases tecnológicas SAI para el funcionamiento de partidos políticos modernos en Hispanoamérica: Caso Venezuela", August 17, 2021.

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CONCEPTS

Following are some of the fundamental concepts on which this novel technology / methodology is based on:

- **AIS People.** Any person that integrates an AIS network (that is, a record exists in the database), helping to create social capital, by maintaining one of the following statuses: *Active-Complete*, *Active-Incomplete*, *Inactive-Passive* or *Inactive-Deceased*.
- **Non-AIS People.** Any person that integrates an AIS network, without contributing to the creation of social capital, by maintaining the status of *Inactive-To Be Known*.
- **Status.** There are five possible statuses, for each record in the AIS System, which we can group as AIS People and Non-AIS People, namely:
 - AIS People:
 - *Active-Complete*
 - *Active-Incomplete*
 - *Inactive-Passive*
 - *Inactive-Deceased*
 - Non-AIS People:
 - *Inactive-To Be Known*
- **Activation.** When people are added to the AIS database (AIS Directory), they can only enter as AIS People or Non-AIS People. The first case may occur for the following reasons: someone whose information required to constitute social capital is complete (*Active-Complete*); someone, who having had the complete information, it was changed and it became incomplete (*Active-Incomplete*); someone who has been temporarily disconnected from the network, for voluntary or involuntary reasons (*Inactive-Passive*); or, a deceased, since his influence on the network does not cease (*Inactive-Deceased*). The second case (Non-AIS People) occurs when there is someone who has not yet been contacted, but there is a purpose to do so (*Inactive-To Be Known*).
- **Trash bin.** The records contained in the trash bin are not part of the database. The owner of an AIS license is the only person allowed to delete a record from the database and send it to the trash bin.

SOCIAL INTERACTIONS

Social interactions considered by AIS are of different types, with projects / events being special cases, due to their duration and complexity:

- **Contact.** Any possible way to get in touch with someone (in person, by phone, by e-mail, etc.) is considered to be a contact. Members (*Active-Complete*) of an AIS network can contact other members related to projects to which they are affiliated.
- **Event.** Members (*Active-Complete*) of an AIS network can participate in any number of events related to projects to which they are affiliated.
- **Opinion.** Members (*Active-Complete*) of an AIS network can send requests for information or opinions to the rest of the members of the network, if they have the proper authorization to do so, according to their user profile. Some of these opinions are requested by the AIS Administrator (e.g., user satisfaction, discussion topics, etc.) and others are issued at the discretion of each user.

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- **Poll.** Members (*Active-Complete*) of an AIS network can participate in any number of polls carried out in the AIS network, related to projects to which they are affiliated.
- **Project.** Represents a social structure in AIS, identified as a sociocentric network made up of the social relationships established between stakeholders. It is one of the required fields (at least one project must be selected) in the "Data Gathering" template. AIS uses the concept of project contained in the PMBOK⁵ project planning and execution guide. The level of participation and monitoring of projects in execution is determined by each user, individually, according to their own priorities. Members (*Active-Complete*) of an AIS network can participate in any number of projects.
- **Survey.** Members (*Active-Complete*) of an AIS network can participate in any number of surveys related to projects to which they are affiliated. Surveys are issued by the AIS Administrator.

A key point for the continuous improvement and customization of the AIS technology are the reports and statistics, since their functionality offers superior intelligence on the performance of the leaders and the knowledge of the sectors (upper, middle and low class neighborhoods, and hamlets) under their responsibility.

The social interaction module (planning & control) in AIS generates reports and statistics, including:

- Performance of the leaders, according to coverage (number of interactions per day, per leader) in the different sectors and new admissions to the AIS system. This answers the question of how good the leader is at covering territory (i.e., sectors).
- Analysis of results, with respect to the sectors assigned, to each leader, and actually worked. This answers the question of how well network members are being served, in each sector.
- Average tenure of network members, by sector and leader.

OWNER CORPORATION: 3P CONSULTING ENGINEERS, INC.

3P Consulting Engineers, Inc. (<https://www.3pconsultingengineers.com>) was born in Fredericton, the capital city of the Canadian province of New Brunswick, on 19 November 2009, with the objective of providing support in the area of technology to small and medium size industries. Corporation Number: 7280980 (under the Canada Business Corporations Act).

The company's services are focused on 4 large areas:

- AIS Technology: Creation, management and use of social capital.
- Consultancy: Implementation advice for AIS Technology.
- Training: Training workshops in the use of AIS Technology.
- Technical Support: Support in the installation of AIS Technology.

⁵ Project Management Institute (2017). A Guide to the Project Management Book of Knowledge (PMBOK Guide) – Sixth Edition. PMI.