



www.ChaosConsultingGroup.com

MANIFESTO

INSPIRATION

What inspires us?

The word *Chaos* in our name is inspired by the branch of mathematics aptly titled *Chaos Theory*. Chaos Theory is an interdisciplinary theory stating that, within the apparent randomness of chaotic complex systems, there are underlying patterns, interconnectedness, constant feedback loops, repetition, self-similarity, fractals, and self-organization.^[1]

The graphically stenciled butterfly in our logo is inspired by, perhaps, one of the most well known underlying principles of Chaos Theory, *The Butterfly Effect*. The butterfly effect describes how a small change in one state of a deterministic nonlinear system can result in large differences in a later state; meaning that there is sensitive dependence on initial conditions.^[2] A metaphor for this behavior was coined by Dr. Edward Norton Lorenz in a 1972 speech titled "*Predictability; Does the Flap of a Butterfly's wings in Brazil Set Off a Tornado in Texas?*".^[3]

BELIEFS

What do we believe?

At Chaos Consulting Group we believe that small changes can have large consequences. We also believe in the power of persuasion over compulsion. These two core principles guide our process and set us apart from other small business consultants. We will NOT compel you to make large wholesale changes to your business under the guise of increased growth or profitability. We WILL try and persuade you to think about your business' problems from outside of your comfort zone. We WILL challenge you to adopt incremental changes to your business that, over time, looking back will have proved to be the stepping stones for large successes later on.

WHO

Who are we?

The team at Chaos Consulting Group is led by our founding member Felice Tecce. It is Felice's vision, inspiration, and beliefs that guide the Company in its mission to serve small business owners in a responsible manner by helping them identify and solve problems that will ultimately allow their businesses

to profitably grow more steadily amidst the chaos that exists throughout the world around them. In addition to Felice's stewardship, Chaos Consulting Group employs a corporate governance structure that includes an Advisory Panel made up of public and private sector industry professionals with many years of differing experience. The Advisory Panel serves as a sounding board and guiding presence for the Company.

WHAT

What do we do?

At Chaos Consulting Group we are constantly in search of new small business owners with whom we want to strike up a conversation. We are curious by nature and want to hear, first hand, what keeps them up at night about their businesses. We aim to foster an environment where small business owners feel comfortable confronting the uncomfortable truths about what they aren't good at and where their businesses are most vulnerable. And as these conversations take place and these relationships form we want to deliver, to our clients, high quality customized solutions to their problems in a responsible manner using a tried-and-true repeatable process that delivers results which exceed expectations. We have a vested interest in the success of your small business.

WHY

Why do we do it?

We do it for two reasons. 1. We believe in the American Dream; and that entrepreneurs and small business owners are the backbone of our country. We believe in standing side-by-side with the risk-takers of this world and trying to help them along in any way we can. 2. We believe that one of the most valuable commodities on this earth is TIME. And for entrepreneurs and small business owners, it's fleeting and comes at a high cost. We want to put time back into the pockets of these individuals who we so revere whose businesses are faced with a myriad of challenges in an ever increasingly chaotic world.

HOW

How do we do it?

Relentless hard-work and dedication. Plain and simple.

REFERENCES

1. ["What is Chaos Theory? – Fractal Foundation"](#).
2. Weisstein, Eric W. "[Chaos](#)". Mathworld.wolfram.com.
3. Lorenz: "[Predictability](#)", [AAAS 139th meeting, 1972](#) Archived 2013-06-12 at the Wayback Machine