Diversified Outlook Consulting Group and Pison Announce Strategic Partnership in Cognitive Performance Technology

DOCG and Pison will accelerate adoption of wearable cognitive performance technology across healthcare, government, military, and fitness markets.



Reston, Virginia Nov 9, 2026 (Issuewire.com) - Diversified Outlook Consulting Group (DOCG), a strategic advisory, business development, and technology consulting firm serving government and commercial markets, today announced a strategic consulting and business development partnership with Pison, a Boston-based innovator in wearable neural-sensing technology and cognitive performance analytics.

The collaboration combines Pison's patented neural-sensing technology with DOCG's expertise in business development, strategic marketing, brand building, and operational excellence. The companies will initially focus on opportunities in healthcare, government, military, and fitness markets, where understanding cognitive readiness, fatigue, recovery, and human performance is increasingly important.

Bringing Objective Measurement to Cognitive Performance

While traditional wearable devices primarily monitor physical activity, cardiovascular indicators, and sleep, Pison is expanding the possibilities of wearable technology through its patented electroneurography (ENG) sensing capabilities.

Pison's wrist-worn platform measures electrical activity associated with the peripheral nervous system and combines these signals with physiological measurements and advanced analytics. This integrated

approach provides insights into cognitive readiness, mental agility, focus, reaction time, and aspects of sleep and recovery.

By combining neural and physiological measurements, the Pison Platform represents an emerging approach to making cognitive performance more objective, repeatable, and actionable. The technology offers potential applications wherever sustained attention, rapid decision-making, and effective management of fatigue and recovery are important.

“At Pison, our mission is to make cognitive performance more measurable, understandable, and actionable. By combining our patented neural-sensing technology with advanced physiological analytics, we are creating new opportunities to understand how the nervous system influences human performance. Diversified Outlook brings the strategic market insight, relationships, and execution capabilities needed to help bring these innovations to a much broader audience. We see this relationship as an important step in accelerating adoption across multiple industries. — Dexter Ang, Chairman and Founder of Pison”

Accelerating Commercial Adoption and Market Development

Under the engagement, DOCG will help Pison expand its commercial reach by identifying strategic opportunities, developing enterprise relationships, strengthening market positioning, and establishing scalable go-to-market processes.

DOCG’s approach integrates business development, targeted marketing, strategic partnerships, and operational execution to help innovative technologies gain traction in complex government and commercial markets.

“Innovation alone doesn’t create successful markets. It takes a clear strategy, trusted relationships, effective communication, and disciplined execution. Pison brings an exciting and differentiated technology platform, while Diversified brings decades of experience building businesses, opening new markets, and navigating complex government and commercial environments. Together, we see an opportunity to establish a scalable foundation for sustained growth. — Scott Arthur, Founder and Managing Partner of Diversified Outlook Consulting Group”

Four Initial Markets of Focus

Healthcare and Health Performance: Exploring applications involving cognitive wellness, fatigue, sleep quality, recovery, and longitudinal performance monitoring, including opportunities to support research, healthcare professionals, and wellness programs.

Government and Public Safety: Supporting opportunities involving workforce readiness, sustained attention, fatigue management, and decision-making in demanding operational environments.

Military and Defense: Exploring applications in operational readiness, training, human performance optimization, and fatigue management.

Wellness, Fitness and Human Performance: Helping fitness organizations and performance specialists incorporate cognitive readiness, reaction time, mental agility, sleep, and recovery into performance development.

These sectors represent initial priorities, with opportunities for expansion as the technology and its

applications continue to evolve.

Leadership Experience Supporting Growth

DOCG's engagement is supported by its senior leadership team, including Scott Arthur, Founder and Managing Partner; Chuck Brooks, Partner and Chief Marketing Officer; and Bill Bowers, Partner and CIO/CTO.

Brooks brings extensive experience in cybersecurity, emerging technology, strategic communications, and publicsector innovation, including service as a Presidential appointee and work as a Forbes contributor. Bowers brings decades of technology and operational leadership, including serving as Chief of the Architecture and Engineering Branch within the CIA's Directorate of Intelligence and leadership in commercial technology ventures.

Together, DOCG's leadership combines government-market expertise, strategic communications, technology commercialization, and operational execution to support Pison's long-term growth.

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