

# Certified ValueTrue Trust-Flow Practitioner

~ An action-learning course leading to certification  
by Chris Macrae ~

## Content Expert



**Chris Macrae**

**Perspective of Valuing Knowledge Leadership**

Chris Macrae, a leading Knowledge Management maven, has worked in Big 5 management consultancies and one of the world's two largest communications agencies, and noted how their own vested interests, such as the accountants' **interest in protecting the balance sheet monopoly, obscure the biggest changes that heroic leaders need to make at whole system levels.**

With his father Norman Macrae of The Economist, he wrote, in 1984, the seminal future history book, "The 2024 Report", mapping human system scenarios of networking, integration of social and economic policies, and clarifying global/local responsibilities of media. He has worked in 30 countries researching stakeholder needs including a year in Japan in the 1980s. These experiences became the subjects of two genre-developing books: communicating partnerships between global brand architectures to multiply value at every locality; knowledge management of identity scripts that openly align personal and corporate values and purpose.

The **maths of networking transparency and dynamic valuation of intangibles and trustflow** is currently being edited by a leading UK business journalist. It is also being open sourced through benchmarking communities at <http://www.valuetrue.com/> and associated webs, investigating specialist contexts with notable emphasis on human/social capitals and the world's most urgent humanitarian challenges. We are also openly cataloguing every management method using a traffic lights dashboard to SWOT the wins and loses it systemises. We are openly pooling disciplinary chapters written by deep experts that can be edited and translated for any local publishing anthology. As predicted in 1984, networking technology is proving to be the simplest communal way to connect degrees of separation wherever human beings are in most specific and desperate need. As we collate the emerging pattern rules of networking systems, we sense a natural simplicity that befits relationship reciprocity as the golden transcultural key to exchanging emotional intelligence with every passionately rooted local community sharing the global destiny that the diversity of human beings cocreates.

All of our transparency communities unite to issue the pro-bono invitation to teachers of 12 year olds to join in open spacing the new curriculum of growing up trustworthily and intelligently in the future's doubly connecting life-styles of being virtual-global & real-local. Chris has a BA with First Class Honours in maths from York University and a post-graduate diploma in statistics from Cambridge University, Corpus Christi College.

Snailmail Address: Chris Macrae, [valuetrue.com](http://valuetrue.com), 24 Effra Road, Wimbledon, London SW19 8PP, UK

UNIC: Hollanderigatan 22, S-13359 Stockholm, Sweden. URL: [www.unic.net](http://www.unic.net).

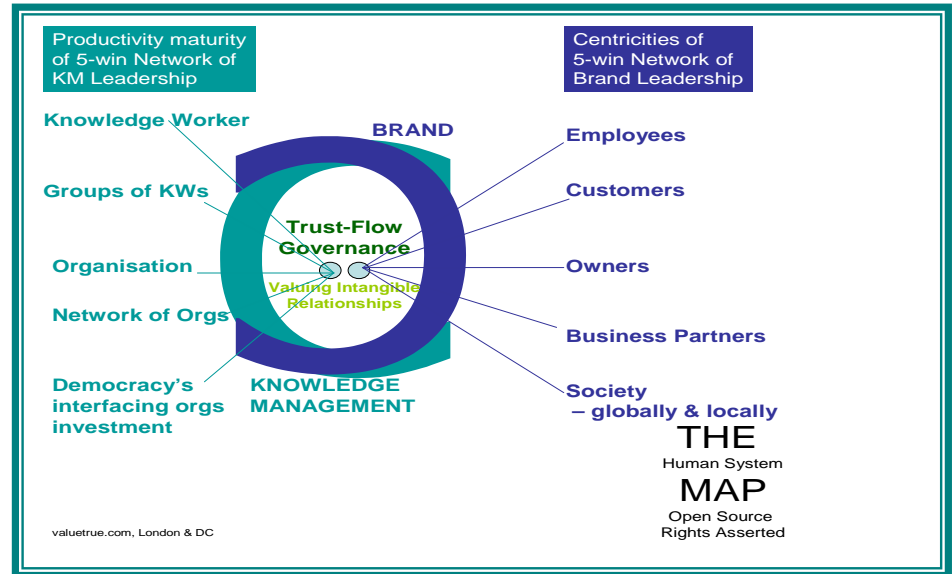
"The 10 Billion Dollar Audit is named after the value likely to be mis-managed over a 3-year period by any of the world's 1000 biggest organisations which fails to govern intangible conflicts. These are explicitly mapped by knowing how the exchange-based theory of the firm differs from process and all other strategic implementation frames which were derived before networks introduced today's global transparency dynamics. Open detection of emerging conflicts also provides huge innovation opportunities through timely network interventions. Sufficient that any intangibles-rich firm -or industry policy architect - can benchmark with the 10 billion dollar audit to see how openly to value multiply by earning everyone's trust and sustaining deep contextual leadership."

Today the knowledge leadership team must build confidence in benchmarking cases that resonate with the 2 most valuable leadership insights:

1<sup>st</sup> The compound connections of intangibles such as purposeful reputation, relationship trust-flows, openly competent application of everyone's time and transparency between networking partners are as vital to sustaining organisational existence as cash-flow.

2<sup>nd</sup> The maths for measuring the dynamics of all these intangibles capital works the opposite way round from that monopolised in the quarterly measurements of transactional accounting.

$$ValueTrue = Productivities * Demands \sim K1*K2*K3*K4*K5*V1*V2*V3*V4*V5$$



**Benefits:** Learn by doing -- no dry lectures on intellectual capital. You will assume the role of a strategic KM advisor in a context of your choice. From there participate in action learning to explore the concepts of ValueTrue, assess how to implement them, and apply newly acquired skills in specially designed, integrated simulation exercises.

The seminar itself focuses on providing insights into the fundamental issues of valuing Knowledge Leadership and finally on the development of a ValueTrue innovation proposal for the organization of each participant.

**Methodology:** An intensive 10 week program, consisting of a coached e-Learning program based on the work of Chris Macrae and other leading authorities.



## Facilitator



Dr. Oliver Schwabe is one of the worlds foremost community moderators and facilitators with over 50 theme areas delivered virtually to over 2500 students in 60 countries in the past decade.

- Key clients include:
- Jones International University
  - Capella University
  - The Open University Business School
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  - United Nations Virtual Development Academy

For more information visit [www.euro-focus.com](http://www.euro-focus.com).





Productivities \* Demands ~  $K1 * K2 * K3 * K4 * K5 * V1 * V2 * V3 * V4 * V5$

NASA metrics lose safety culture

Andersen trust-flow zeroised by society

Rather zeroised by customers

Swissair zeroised by hot software partner

Barings zeroised by one employee

SVA minaturises GEC

### Module 1

#### Fundamentals

We launch into our exploration of the ValueTrue paradigm shift, reflecting upon the Human Capitals of the 5 Dimensions of Knowledge Management. Thus initiating a shift in terms and definitions, moving from “products” to “productivities” and “functions” to “demands.” As we shift our frames of reference, we begin to elaborate the maths of the 10 billion dollar audit’s value multipliers.

### Module 2

#### K1 - TIME *of the individual worker*

Our map of valuing the time of the individual worker explodes upon the discovery of the multiplier effected by systematic respect for all of the Human Capitals. We delve into the maps of human trust-flow and relationship systems that verify whether a particular organisation’s intangible dynamics are compounding value growth or destruction. We are reminded that the sound barrier held fast until one individual dared to turn the controls inside out as he passed through the barrier.

### Module 3

#### K2- TRUST *interpersonal trust of groups of workers*

We extend our exploration of the ValueTrue paradigm to reflect upon the fact that K2 emerges as the main multiplier when networked teams and communities join together in the service-response. The ValueTrue compass points toward the landmark of “networks of me and horizontal team structures” emerging with digital networks.

### Module 4

#### K3- TRANSPARENCY *measurable transparency of organizational system*

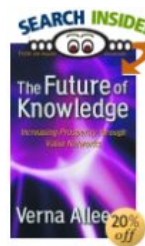
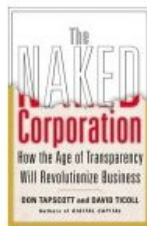
At the midpoint of our course, we reach examination of the hierarchical organization. We discover the 5-year differential between value construction & destruction in each global1000 organisation due to transparency of corporate governance practices of systemising trust-flow & intangible valuation.

### Offerings

- Eight (8) week facilitated online course
- One day face-to-face workshop
- One (1) hr telecoaching
- 4 x 2 hours telecoaching using online

~ Corporate rates available upon request ~

#### Literature:



#### Tools:

<http://www.alleetoolkit.com>



### Module 5

#### K4- INNOVATION

*open innovation healthcheck between core business partners*

We start mapping some pattern rules of systems and networking models in order to diagnose the health of openness that fosters innovation. We see delineation of how healthy (open) networking and partnering has a multiplying effect on innovation.

### Module 6

#### K5- DEMOCRACY

*opening up net-age infrastructures via regional policies with deep democracy*

We see that a system is always spinning (never in equilibrium) – so a most important value to measure is which way spinning and how fast and what are responses to and from neighboring system

### Module 7

#### Seeing the whole picture

ValueTrue proposes a 10-win model of 5 main dynamics of productivity of which the organisation is only one open multiplier, and 5 main stakeholder branches all of whom value the organisation, only one of which is owners. Review all of KS and VS for own modeling of productivity and value: what is a most valuable win-win connection from each value multiplier’s perspective and what sorts of methods most connect this value multiplier to the other value multipliers of the system

### Module 8

#### Reflections

What happens when we map connectivity of 5 productive action learning relationships & 5 deepest demands of stakeholders valuing a firm? Everyone gets to see how the intangible value system is already spinning, due to investments made in relationship transparency and interpersonal behaviors. The core leadership questions then become: How fast is this spinning? Around 10-win growth or 0-win loss of our unique purpose?



This tree symbol can be seen on [www.unic.net](http://www.unic.net) - message is the roots for the fruits, i.e turning the tree upside down.

**Registration:** Please contact Dr. Oliver Schwabe via [oliver.schwabe@eurofocus.com](mailto:oliver.schwabe@eurofocus.com)

**Dates:** Course starts monthly or by agreement. **Group size:** up to 10 **Time commitment:** Each week minimum 10 hours **Delivery:** Asynchronous delivery via [www.sveibytoolkit.com](http://www.sveibytoolkit.com) and [www.communityzero.com](http://www.communityzero.com). **Online seminars** are conducted using [www.centra.com](http://www.centra.com). **Payment:** Via [www.paypal.com](http://www.paypal.com). **Refunds:** Only before receiving course materials