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Metrics on top of what you are doing

1 message

Peter Burgess <peterbnyc@gmail.com>

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To: Micah White PhD <micahwhite@activistboutique.com>

Dear Micah

Your story resonates with me. There is incredible dysfunction in way society and the economy is managed, as there has been throughout history. But that is no reason for accepting the status quo, when something way better is possible.

I helped install a mainframe computer in 1967. It had 4K of memory and was big enough to occupy a pretty large room ... raised floor ... observation windows into the main office ... 500 HP of air conditioning, etc. Fast forward to now and a smart phone has 4G or 40G of memory ... a million or 10 million times more power ... if not more!

So why is society and the economy more or less delivering the same today that it achieved nearly 50 years ago?

I argue that when you change the way the game is scored, you change the way the game is played. Conventional accounting is very powerful and used at the core of every corporate management information system so that corporate profit performance can be maximized and stock value maximized ... but conventional accounting ignores all the issues external to the corporate entity and the impacts there are on people and planet.

I have developed an architecture for metrics that are better suited to the 21st century ... I call it Multi Dimension Impact Accounting (MDIA) ... and a new description of Capitalism that puts the prevailing financial capitalism in perspective.

In my experience, without metrics it is difficult to get traction and keep a good process going. Imagine what the Super Bowl would be like if nobody kept score!

This short essay describes something of what this is all about. I would love to get your input / feedback on what I have described:

<http://www.truevaluemetrics.org/DBpdfs/MDIA/TVM-Short-Introduction-to-7D-Capitalism-and-MDIA-141212a.pdf>

With best wishes for 2015 and the future

Peter

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