



**A Maturity Institute (MI) response to a question from D. Scott Ross on the Organizational Change Practitioners Group (Linkedin)**

<https://www.linkedin.com/groups/63688/63688-6287919726278512642>

Q. "What process did you use to create the MI standards?"

A. No one can be regarded as a professional, in any field, unless they are prepared to measure the effectiveness of their practice. Organizational change practitioners have to measure organizational change. MI was established to provide a scale for measuring organizational change. We call it the maturity scale and the only 'good' change is that which creates greater Total Stakeholder Value - TSV - our ultimate measure. This is the basis for setting all MI standards.

All organizations are dynamic, whole systems and any change to any part of the system affects the whole system, so we have to measure the whole organizational system. The instrument we have developed to measure the organizational maturity (OM) of the whole system is a set of questions we call the OM30. The OM30 questions are based on the 5 key elements of organizational value creation: value, values/principles (10 Pillars), a scale of mature progress, a strategic framework and risk.

The questions are designed to capture the complete picture of the organization and translate it into a score out of 100% (the unattainable perfect score on a never-ending scale). This score reads across to a 'AAA' scale we borrowed from credit rating: this was a conscious and explicit decision to make the concept of maturity tangible and understandable to businesspeople, financial analysts and investors.

New members of MI are taught how to use the OM30 during their [Orientation](#). We believe this is an invaluable tool for OC practitioners who want to upgrade their level of maturity and professionalism and offer their 'customers' a much more valuable, holistic service. This is a service all organizations need if they want to follow a philosophy of never-ending improvement (Pillar 7 of the 10 Pillars that underpin MI standards). Society needs never-ending improvements in societal value (e.g. better healthcare, education, quality of life).

MI has been established as the professional leadership and management institute for maximum societal value creation. It is a uniquely multi-disciplinary institute because an organization cannot keep improving unless everyone in it and working with it has the capability for continuous improvement. This means all other organizational professionals (accountants, lawyers, IT, marketing etc.) have to achieve the same level of maturity and adapt their own professional methods accordingly (e.g. accountants are now having to produce integrated reports to account for the organization's TSV).

MI is predicated on the model used by the best in the medical profession. We are evidence-based and regard our study of the field of organizational maturity as a never-ending endeavour of iterative development.

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Chair  
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