



Value Scotland: Why Good Companies Create Better Outcomes

A Maturity Institute event in association with the University of Edinburgh Business School



University of Edinburgh Business School
29 Buccleuch Place
Edinburgh
EH8 9JS

13 February 2019
6-8pm with networking drinks

Registration:
<https://bit.ly/2WbGKSo>

Whole System Management and Total Stakeholder Value

Whether we like it or not, we are all part of one, whole global system, but we are yet to devise a socio-economic system to manage it as best we can.

The world is just waking up to this fact and our present versions of economic theory, capitalism, social democracy and environmentalism have all been seen to be wanting.

This is why critical questions remain without adequate answers. How should we measure the difference between 'good' and 'bad' companies? Can we avoid trading profit for social benefit? How do we create a system that works for the many and not just for the few?

The Maturity Institute does not view the world in a binary manner: all companies are on a continuous scale of maturity, where the higher the maturity level the greater the societal value. We also measure that as Total Stakeholder Value (TSV), which integrates the value of an organisation's whole, human system, together with conventional measures of financial performance.

Increasing Scotland's TSV over the long term is the ultimate objective of the Value Scotland Project - meaning better economic outcomes (e.g. GDP), better social outcomes, minimising risk, and mitigating environmental harm.

As a citizen, employee, company owner, public sector

worker, corporate executive, academic, student or policymaker; Whole System Management and its connection to TSV is explicitly clear for both research and practical application.

There is compelling evidence to encourage all societal stakeholders to embrace, adopt and embed a TSV system paradigm. And, in the same way that a shareholder centric paradigm has created damaging outcomes for society and our environment, we believe TSV has the power to help us repair and renew for everyone's benefit.

Value Scotland: Why Good Companies Create Better Outcomes

What are the problems we are addressing? Our needs are best served by viewing our world as a whole system. Any nation must adopt a socio-economic system that serves all stakeholders if it is to fit within a coherent whole global system. Capitalism, based on maximising profits and 'shareholder value', has become disconnected from its roots in serving society. Maturity works as a paradigm based on the primacy of societal value: a Total Stakeholder Value (TSV). Improving TSV is in the long-term interests of all stakeholders, including shareholders. Maturity Institute professionals are trained to the same standard as the medical profession; to adopt a whole system diagnostic, identify effects and their causes, and develop evidence-based solutions to humankind's urgent and complex problems. However, everyone can learn our core framework and methodology and begin to apply its lessons in practice.

Whether you are Scottish or just happen to live in Scotland, this seminar asks what sort of nation you would like it to be. Is it a country with any unique characteristics? What are its special strengths and is it making the most of all its people? Can any of its weaknesses be turned into opportunities? Is there a unified, and cohesive, community spirit behind a common purpose?

Do companies based in Scotland all work in the best interests of all Scottish stakeholders? Is the public sector managed more effectively here than elsewhere? Do environmental initiatives such as 'Zero Waste Scotland' have any better chance of succeeding where other countries have failed?

Of course, all of these issues can appear to conflict and prove intractable to resolve, but maybe a way can be found to ensure that they can all be reconciled?

Capitalism has allowed trade-offs to be made between profit, humanity and the environment but that is no longer an option - we all have to work together at ensuring these goals are mutually inclusive rather than exclusive.

Programme 6-8pm

Registration and coffee

Welcome - Peter Flett, Director of MBA Programmes

Introducing the Maturity Institute - Paul Kearns, Chair MI

Maturity Institute work in practice - Stuart Woollard and Stanislav Tichý

Panel discussion - Can Scotland make the most of the value opportunity and move towards becoming a mature, exemplar, stakeholder economy?'

Facilitator - Paul Kearns

Panellists

- Sandy McDonald, Head of Sustainability, Standard Life Aberdeen
- Professor Kenneth Amaeshi, Director of the Sustainable Business Initiative, University of Edinburgh Business School
- Robert Dickie, President, Chartered Banker Institute
- Michelle Thomson, Founder, Momentous Change

Audience questions and responses

Conclusions - Peter Flett, followed by networking drinks reception

So what can you do? Can we all adapt to a better system; for a future where we all benefit? That is the aim of the 'Value Scotland' Project, and this evening seminar offers both an introduction and a unique opportunity. Can Scotland become the first, truly inclusive, stakeholder economy?

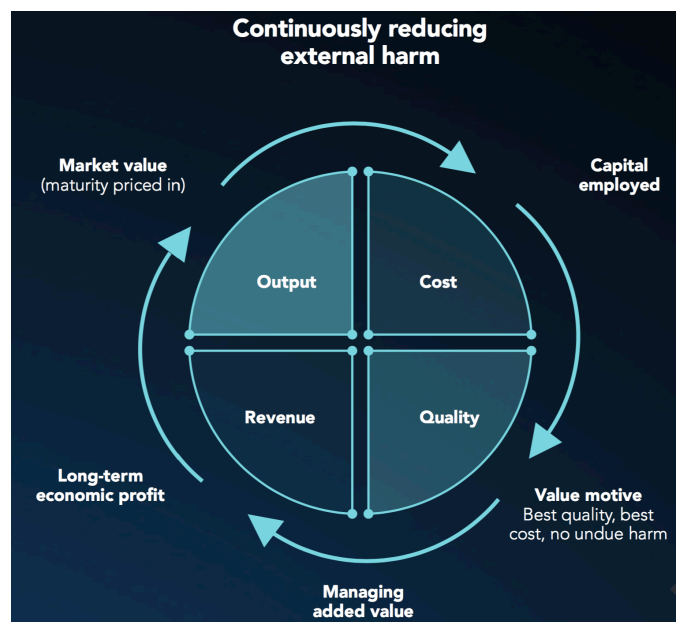


Figure 1: A Total Stakeholder Value system