

Olivier Rochet



Sustainable Value Impact

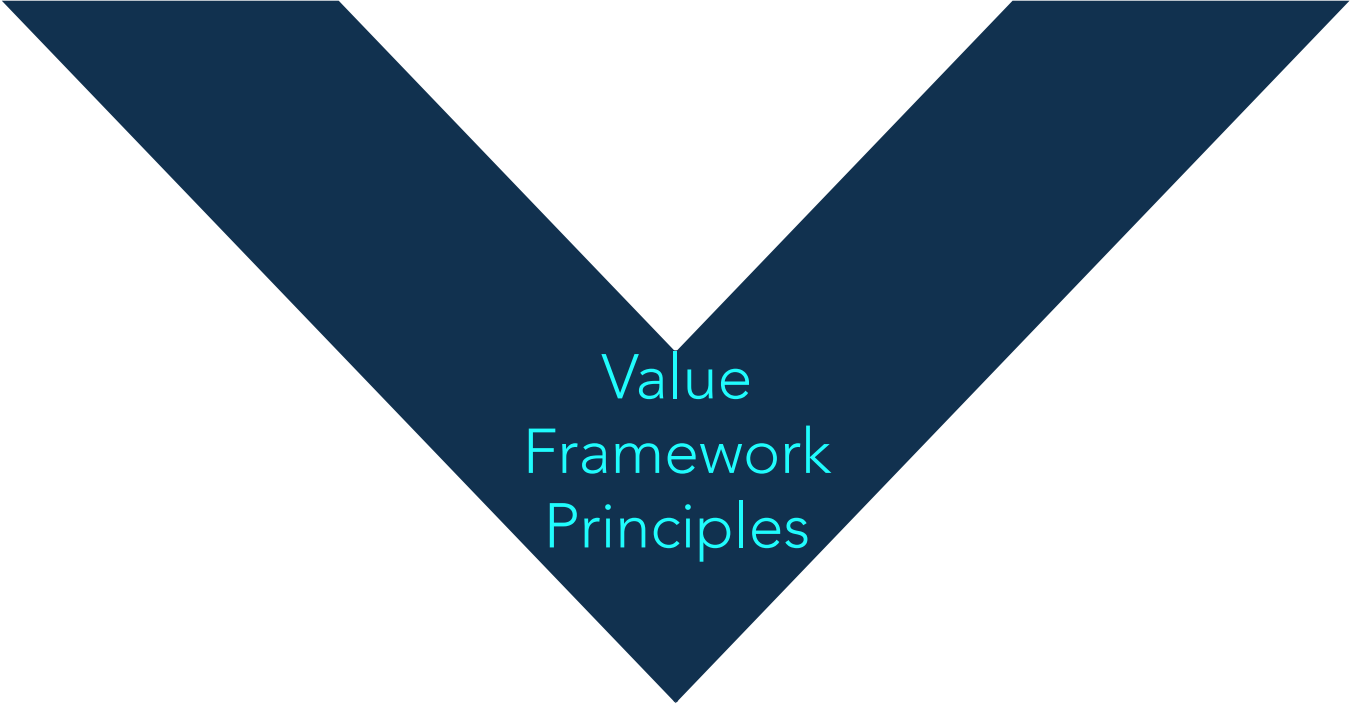
Value Framework Principles

We Are Value





Olivier Rochet



Value
Framework
Principles

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Value Framework Principles

Value starts with Values

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*For all who act with respect, with integrity, with love.
Love is our greatest asset, alone and together.*

*Heart and soul give the vision.
Imagination draws it simple.
Mind and persistence frame the path.
Actions and habits make it happen.*

*Dreams are the greatest expression of our soul.
Dream consciously.*

Notes

Value Framework Principles

SHAPING HUMANITY'S PATH TO LIFE

Principles¹ are part of the human decision-making process.

They are what we learn both from natural laws and from our life experience that guide our decisions and actions, after we experienced our instinct² to survive as a living being, and afterwards, our intuition³ as a human being.

Principles provide a practical description of both the scope underlying a purpose⁴ and the rules that govern a series of decisions and actions to produce an output consistent with an intent⁵, and a human intention⁶.

Made consistent with a set of underlying Values, and integrated in a global perspective, Principles shall bring in more coherence⁷ and cohesion⁸ to frame a path with methods towards a Purpose.



“We control our actions, but the consequences that flow from those actions are controlled by principles.”

Stephen Covey (First Things First)



Being mindful of one's Purpose, Values,
and Principles, shall bring the highest
possible level of *AWARENESS*.

The Purpose is Value.
For everyone.



Value⁹ starts with Values¹⁰.

If Nature be the role model for an Organization that brings Value, in and out, what are its Values?

What are the Principles that govern Nature's creations? What are those that govern Humanity's?





*“I am the shore and the ocean, awaiting myself
on both sides.”*

Dejan Stojanovic (The Shape)





*“There is no power on Earth like unconditional
Love.”*

Warren Buffett



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Preamble

The *Value Framework Principles* offer the foundation to create **sustainable Value** that generates a **positive Impact**.

Even more, a *global and fully integrated Value Framework* provides the foundation for **global Trust** and **global Inclusion**.

In this reference book, you will find both a purposeful and a practical description of the [Fully Integrated Value Framework¹¹](#) introduced in the essay ['Value is the World's Leader¹²'](#). Start preferably with reading the essay before entering the [Value Framework Principles¹³](#) reference book, though you can do whatever you believe would best match your purpose, especially if you already enjoy some significant experience in one or more of the subjects addressed.

As a reader, you should however be prepared to be willing to practice as much philosophical or political matters, as personal or business technical matters, as there cannot be any satisfying solution to a problem without an integrated understanding of the different parts that make it.

“Tell me, and I will forget. Show me, and I may remember. Involve me, and I will understand.”

Confucius, circa 450 BC

Introduction

*The Purpose is Value.
For everyone.*

A single word has the power to bring either unity or division. It depends on how you understand it, and how you integrate it for the better.

It is no secret for those who know me, probably also those who follow me on social media with in-depth attention, that I passionately tackled the value definition issue with both persistence and dedication for more than ten years now, mainly driven by my will to understand our world and bring the best out of myself to contribute for the better. Consistency and a sense of cohesion at a personal level were to me the necessary ingredients for passion, like an equivalence, mainly sourced in both the willingness for excellence and the good intentions I had, as much as in the difficulties I faced.

Cohesion is brought with the feeling of enjoying, having fun, or the feeling of seeing the beauty of the world as the reflection of our inner beauty: love is beautiful, coherence is beautiful and it fuels trust. Cohesion is made possible thanks to being alive and healthy, though cohesion can be felt without being healthy (*it certainly helps to heal*). Cohesion needs energy, though energy is not enough to sustain Life. Cohesion is brought with Love, with the feeling to live, and reaches a peak when our soul, body and mind are in harmony: in a word, cohesion at a personal level produces a state or feeling of joy. Love is the source of Life and joy its natural and fearless state which is better expressed through a healthy body. Joy is the best expression of cohesion at an individual level.

At a social level, cohesion starts with a sense of inclusion and trust. Trust feeds on Coherence. It starts with Self-coherence that feeds on Understanding. Understanding is key. Understanding structures, and structure fastens understanding: it is a virtuous cycle. Cohesion is the result of generalized trust. Do not confuse cohesion with the source of trust. Coherence is the primary understandable source of trust. Authenticity is the primary intuitive number one source: perception is wrong about it, most of the time mainly because authenticity is like perception: it is local, not global. Trust needs a sustainable global source to be sustainable. Coherence can only be defined by the source, not by an observer unless it is the source itself, or she has observed as much as the source. A whole can only be coherent if the parts are separately coherent, though it is not enough. Integration of the parts must be too.

Coherence is necessary to produce intentionally expected outputs, such as being able to enjoy and sustain life. Coherence of a whole is the result of successfully integrating its different parts, each part of which must be coherent first. The search for coherence has always been a driver to me, which in my mind has always been rooted in understanding. It is probably a common search and characteristic of human beings: a fundamental desire, the reason why children ask for the WHYs.

And we should continue as we grow up. Even to ourselves. Understanding is everything. Learning never ends. Framing brings structure and thus fastens understanding that in turn feeds the structure and thus adds value to the **Framework**.

Valuable relationships can only evolve sustainably in a positive manner if the relationship's evolution itself is the most important expected output. Humanity as a whole means that humans' relationships are all at stake and that the experience of life, that leads humanity's evolution, is the important continuous output. To grow sustainably, the evolution of the whole must result of the coherent growth of its parts: individuals as much as their integration as one. Growth is not a number. There is growth in depth, there is growth in understanding, and there is growth in awareness. Experience Life from Love. Love is the role model for Value. Value is the magical arrangement of Life. Cohesion feeds on repetition. To sustain value that generates a positive impact, one has to repeat positive actions, sourced from a positive and trustful energy (*love*), in a trusted (*coherent*) ecosystem (*structure*). Love is free energy, joy its natural expression and trust the necessary foundation to engage. A sustainable foundation for trust requires good intentions in actions and sustainable coherence in structure to produce the collaborative convergence of actions that shall have a positive impact on the ecosystem as a whole.

The apparent complexity of our world is however rooted in a much more simple reality. Thankfully. Reality is simple. I am real, you are real. Complexity is different. It is similar to fear. It's more of an illusion than of a reality. Complexity is more a creation of humans in power than a creation of nature. The evil is in the details: complexity is its ally to divide and rule. Nevertheless, while it is what it is, complexity is real, and we have to deal with it. Understanding is the first answer to it. Encouraging change so that we can build on a both solid (*being coherent*), inspiring (*allowing cohesion*) and secure (*enabling speed*) foundation, comes next. Information is everything. Understanding the whole is necessary for the convergence of actions.

Three years ago, I wrote the essay: **Value is the World's Leader**. It's a reference guide that represents a solid foundation for whoever wants to learn and grow fast. I made it as simple as possible. It provides with a – hopefully good – synthesis of nearly all that matters in the quest for value. I made it voluntarily focused on the measure of value for a business that is used in a business environment, and only provided an overall description of the **Value Framework** that is THE essential part for it is necessary to reconcile the source with the measure of value, and better serve Life's evolution.

It is a key element to change the rules so that we can create more value, faster, in a secure manner at all levels in our societies. I do not mean more in number or on the surface. Faster in depth brings a higher value faster to ourselves for instance. Here lies an enormous potential:

1. the **sources of Value** – explained and summed up in this reference book in the form of the *high-level excerpt of the Value Framework and Principles*, whose detailed and coherent fully integrated content leads to the **VCmo index[€] measure** (*the Creation-side measure of Value*) that will be revealed to private investors, clients and loyal readers who invest alongside and appreciate – and
2. the **measure of Value** (*the Capture-side measure of Value*) – explained in **my opening essay[§]** – at the different stakeholders' level i.e.: whether you are an entrepreneur starting a business, the management of an established business (*the 'company'*), an individual investor in a Private Equity fund whose General Partner is a shareholder of the company, the General Partner, an employee of the company, a client of the company, or simply a citizen-consumer who benefits from the existence (*impact*) of the company...

Enjoy your read!

[€] See [Fully Integrated Value Framework¹¹](#)

[§] See [Value is the World's Leader¹²](#)





Part 1 – Understanding is Everything

Power is one thing.
The Purpose is Value.
Value starts with Values.



History reminds us wars. Power created laws, and the [principles of Law](#)¹⁴. Law is based, in a practical way at a detailed level, on manicheism: one party against another, with a judge part of a system created by the most powerful, encouraging 'winner takes all' behaviors. No education is provided as it would suppose it explains the 'why decisions are made' and help prepare the unprepared. Instead, we are subject to a powerful legal principle: *"Ignorance of the law excuses not (from Latin: ignorantia juris non excusat)"*. All you say or do can be charged against you, as much as all you don't know that is done without your knowing that can impact your life. Information has become a legal weapon, sometimes lethal, while Law allows or tolerates misleading developments, developed from a source information, most of the time provoked and obtained on purpose by the most aware with the highest capability to influence, obtain information, and even provoke the creation of the information that supports an intention.

Intention matters. Decisions imprison as much as they favor short-termism: the more aware people and businesses are, the more capability and incentive they have to provoke decisions that either capture information and value, or at least allow to divert the stakeholders' perception from reality and value sources.

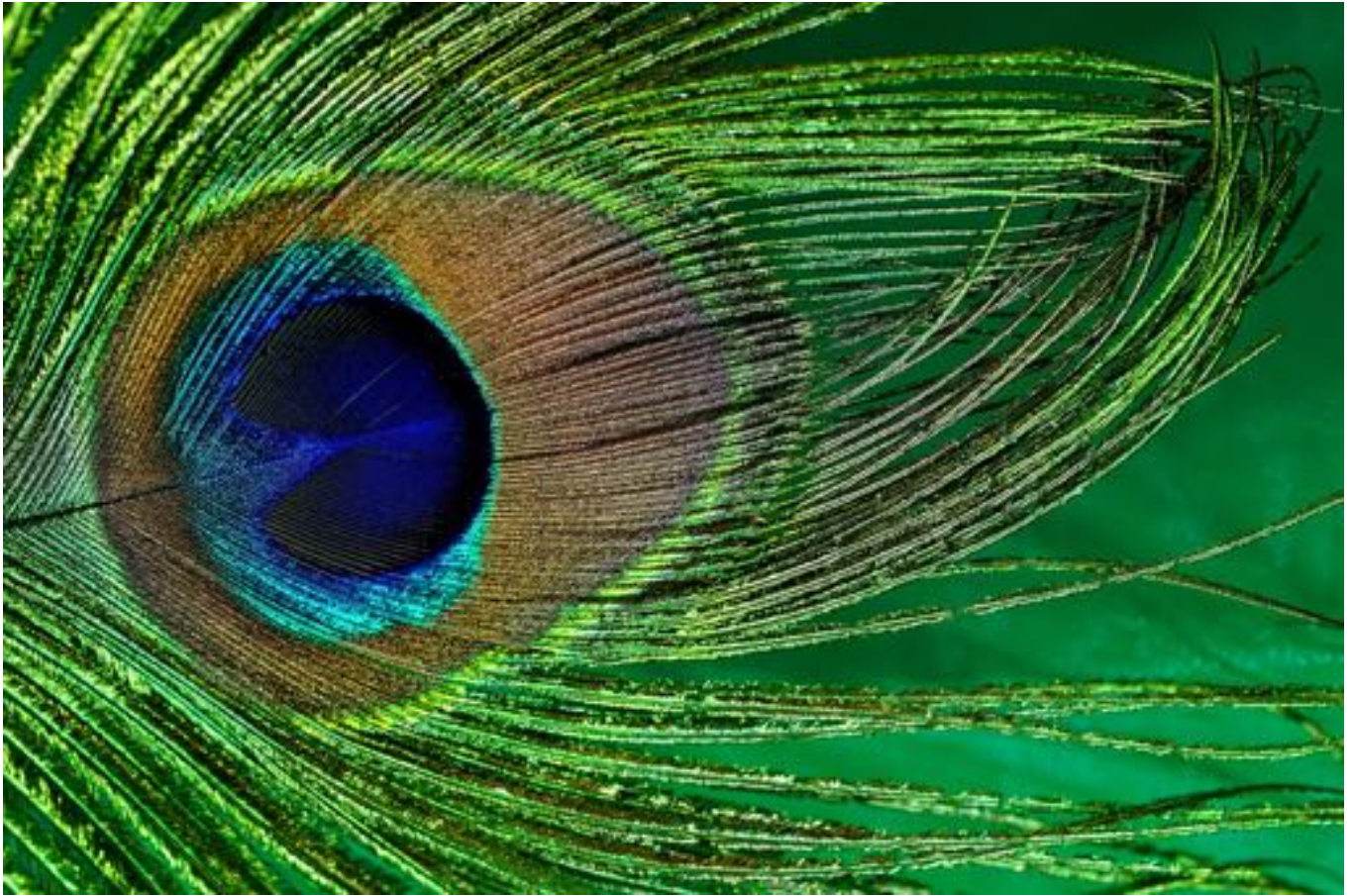
Perceived value cannot be a satisfying answer to define value for an unaware person, and expect at the same time a global sustainable positive result. Its origin lies in power, encouraging conflicts to divide and rule, as much as encouraging complexity, and leveraging ignorance. Life is not manicheism.

Life needs matter and free energy (*see also [negentropy](#)¹⁵*). Erwin Shrödinger (*Nobel Prize-winning Austrian-Irish physicist, inventor of the Shrödinger equation that provides a way to calculate the wave function of a system and how it changes dynamically in time*) explained it in a note to ‘What is Life?’. Free energy is a capacity of a system to do work, converting one form of energy into an intended purpose, which makes it a reality. Intention matters. Life’s evolution is shaped by its creations: here lies the ultimate ART, the art of creating a sustainable fascinating future.

Life needs cohesion. Global value is the sum of individual values, plus synergies. Value can only be defined in relation to Life, and in relation to a Whole. Let’s see the smallest whole at an individual level, and the biggest at the mankind ecosystem level. A positive impact is expected to create value globally, which should be regarded as increasing all individual values. Is this an ideal statement?

It is the direction taken by impact investing. In this view, it may only be an ideal statement at a global scale, but it is already a reality at a smaller scale. I believe this is a promising direction, especially accompanied with a change in the rules to Value. In such case, the whole system shall be impacted, hopefully for the better.





Part 2 – Awareness Matters:
the Value Dilemma and the need for
Integrated Value Education.

*“The energy of the mind is the essence of Life.
Educating the mind without educating the heart is
no education at all.”*

Aristotle

