

Israel Django Stratton

Meerchaum Vale, NSW | 0408 700 078 |

israelstratton@gmail.com

<https://trello.com/b/3VSRj4Wx/israel-stratton-public-roadmap>

<https://www.linkedin.com/in/israel-stratton>



Manifesto

My personal view on Business

My experiences of both what have been successes and what have been my failures have led to the logic I put forward here. I am the first to admit, I do not know everything, and I am constantly learning.

Understanding of systems and how they interact with each other are complex and cannot completely be black and white in expectation. Moreover, it is reliant on an emergent form, a combination of many parts that make the whole, which is worth more than the sum of its parts.

Technology for technology's sake is not valuable. It is tempting for some to just add a known technology component and the users and the systems adapt, but unfortunately that is not the case. All technology that offers real value requires careful handling, from selection, installation, tailoring, initial and ongoing training, as well as follow through fit for purpose after service. Being able to find the line between the user's mindset both intellectually as well as emotionally is the key, this is where it is more pointed towards an artform than simply an implementation of a component of technology.

Apart from my life experience I have devoted a lot of personal study time to understanding the human condition, how we act as individuals, within Networks & within Hierarchies. The success for any endeavour that is an achievement relies on buy in and adoption on each of these three areas. It is important to understand the different nuances between them so each of the areas can be in relative harmony for the best outcome.

Often, it takes time for systems to be implemented to pay off. Thus, it is imperative to be adopted for not only the short term, but for the medium to long term. Changing behaviour is not easy, to be successful, it requires a challenge to the individual's everyday routine. We are hard wired to form habits, thus we need to be able to challenge this status quo. Overlapping Feedback Loops are important for this process. Not only should there be a feedback loop, but there should be a hierarchy persona involved in this feedback loop. In a sense their needs to be an 'agitation' state, that is the feeling that is created when a person's habits are changing, without this, it is difficult to get the best ideas implemented. It needs to be built into the fabric of the process for success. In addition, a historic data driven approach adds the cement to the recipe to create a solid foundation.

An agitated state, with boundaries, can be an extremely healthy thing for a system. It is the precipice of evolution, and without evolution any system will eventually be extinct. It is so important that it should be woven into every part of the hierarchy with any important System Change.

- Top-Down Upper Management - Upper Management Larger System Approach
- Medium Down Middle Management - Middle Management Medium System Approach
- Bottom Up - Inter Company User, Smaller System Approach
- Outside In - Customer Interaction - Smaller System Approach
- Partners In - Partner Support - Alternate Systems Approaches overlapping to an organisation System.

- **Ideal Match**
 - I am looking for a permanent position, this allows concentrated time and effort in one place to allow for the best result and fits with my goal to make an impact on the world. As I hold Consultant Salesforce Accreditation, I am well versed in the options available and the limitations. In addition, as I use my network, including Developers at my own cost, this puts me in a unique position to offer a service that will leverage multiple efforts and perspectives of an employee cost at a fixed rate.
 - I wish to find a company that I am the right fit for, and a company is the right fit for me. It must be a match for it to make a difference. Miss-matches result in frustrations on both sides and the plane not leaving the ground. It will always take time and resources to get to the destination. For this reason, I am sure you as an employer want the right fit, I do also, thus, both sides should be critical and diligent in making sure it is a good match.
- **Complete Transparency**
 - Outside of Salesforce Standard Config (which has a wide breadth), I have some understanding of Coding / Apex Code & knowledge of when it is needed outside of Salesforce Standard Config. To ensure this is not a limitation of imagination for business needs, I have my own network of developers that I employ at my own cost to achieve any out of the box goal required.
- Below are some visuals I have created that explain my philosophy and outlook. If you would like to have a chat about anything at all reach out.

Below are 10 principles I created, and I strive to hold true...



1 - People - Engage with creative, well thought out, driven individuals.



9 - Own it - With care express our individuality through our work.



2 - Technology - Lean forward, innovate, invent & sought out windows that serve our well thought out vision of the future.



10 – Independent thought – Act on important truth's we believe in, even if few people agree



4 - Be good Do Good - We engage in bringing enlightenment to ourselves, others, the larger community & a global scale.



11 - Waste not want not



5 - Stakeholders - Our stakeholders are our family, we treat them as you treat your brother, sister, mother, father.



12 - Momentum - Moving on down the highway.



6 - Imagination – Be systematically outrageous, breaking paradigm's with big ideas. What if?



13 - Truth - The mining of gold is through principled confrontation.

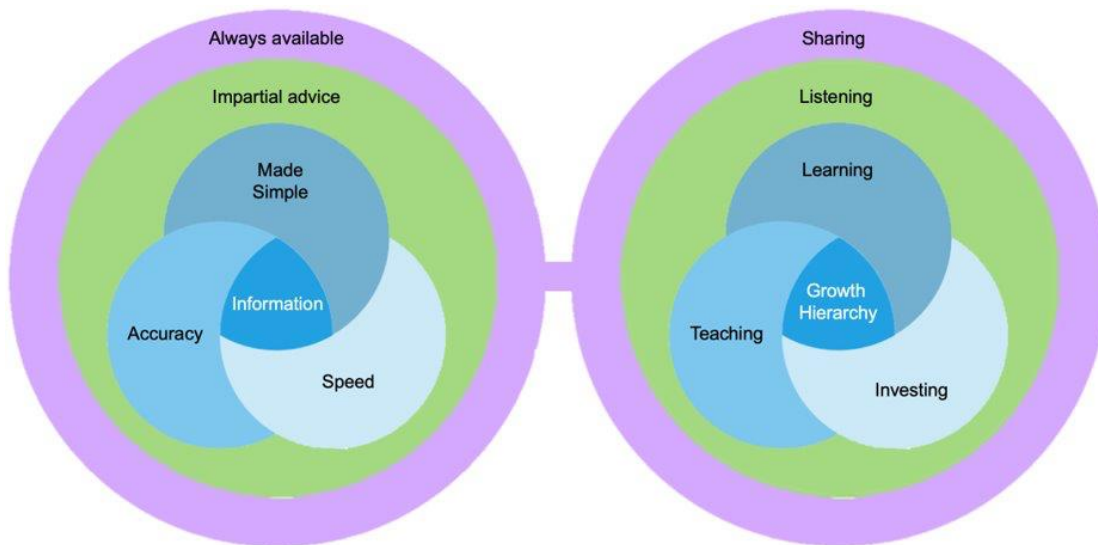


7 - Evolution - Continuous innovation.



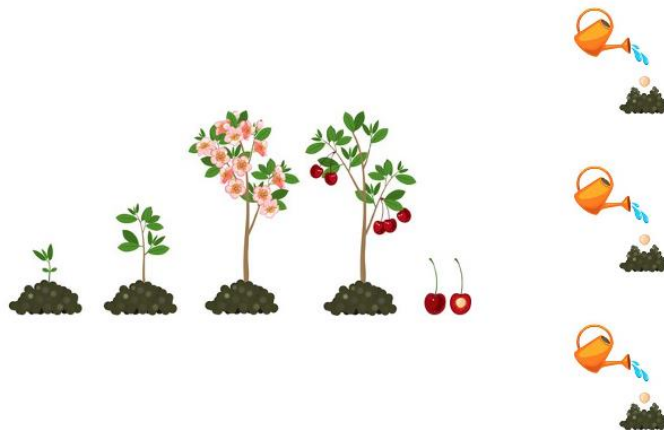
14 - Creating value – Service through evolving infrastructure gives us the gas to continue evolving.

How I view myself and interact with others...

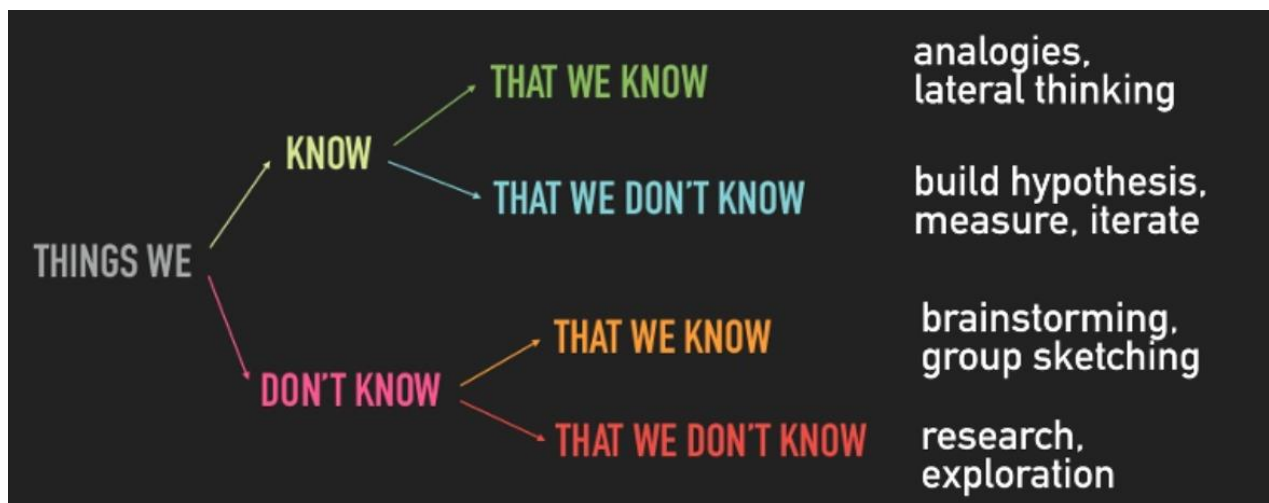


My goal for clients / employers is to move through a process to become Interdependent...

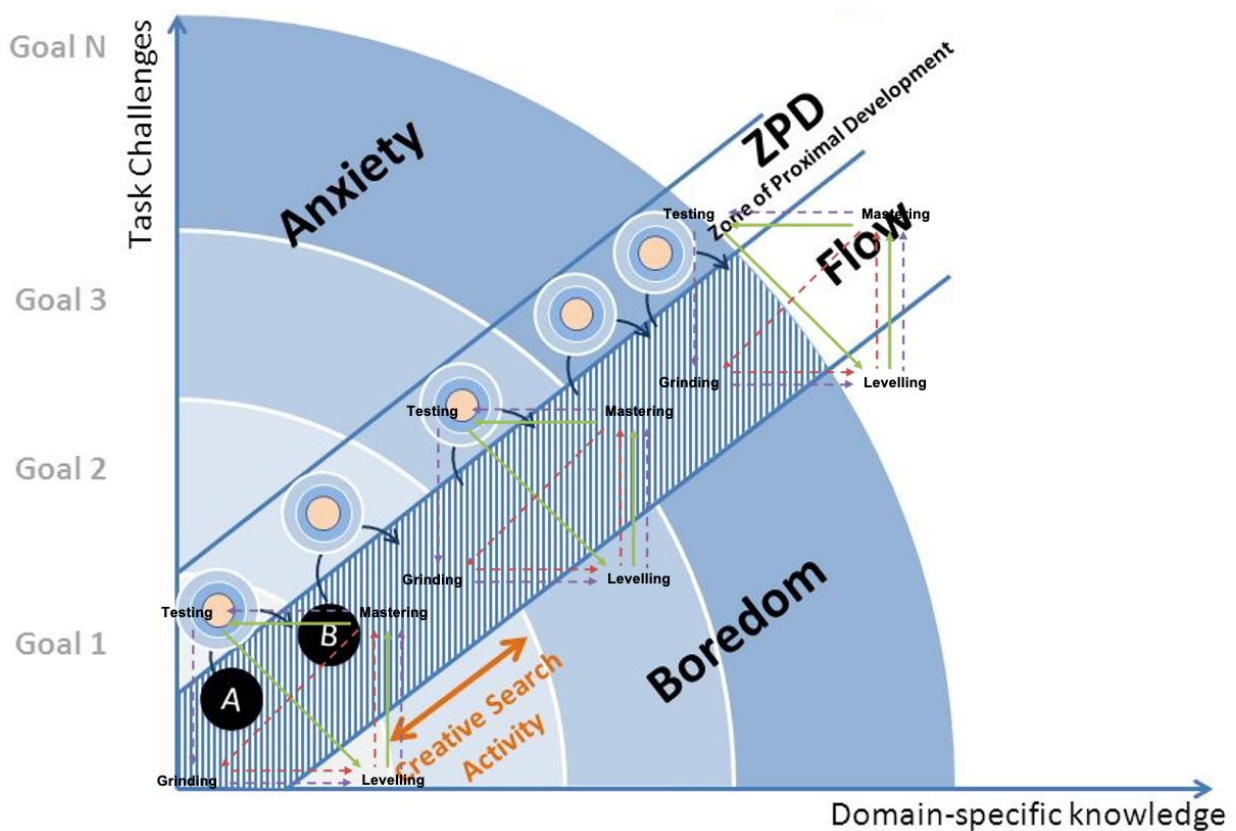
- Interdependent
- Independent
- Dependent
- Reactive



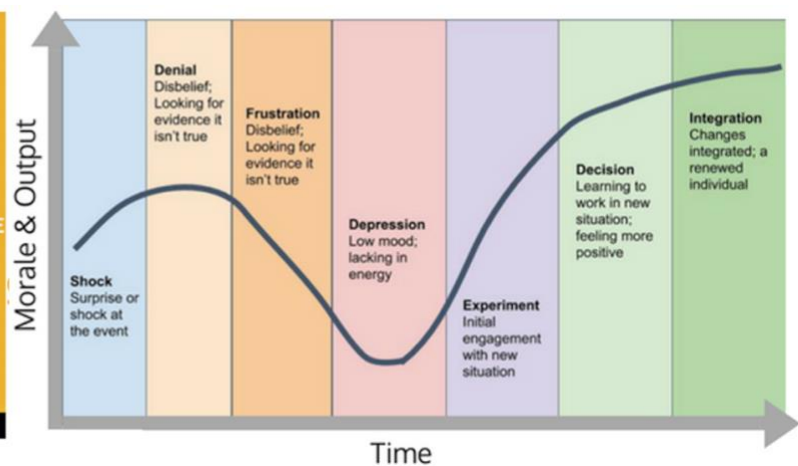
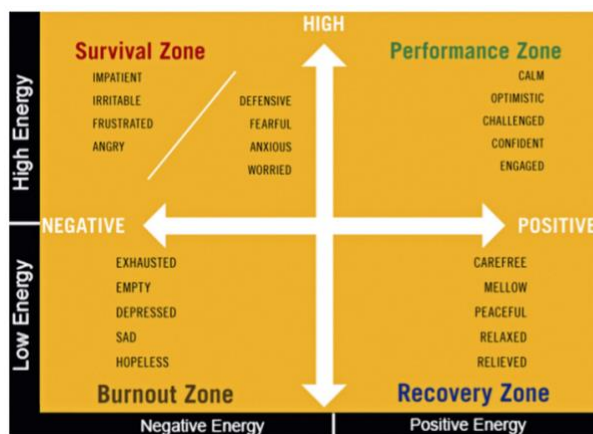
Nobody knows everything, it is important for all to keep an open outlook and always be learning...



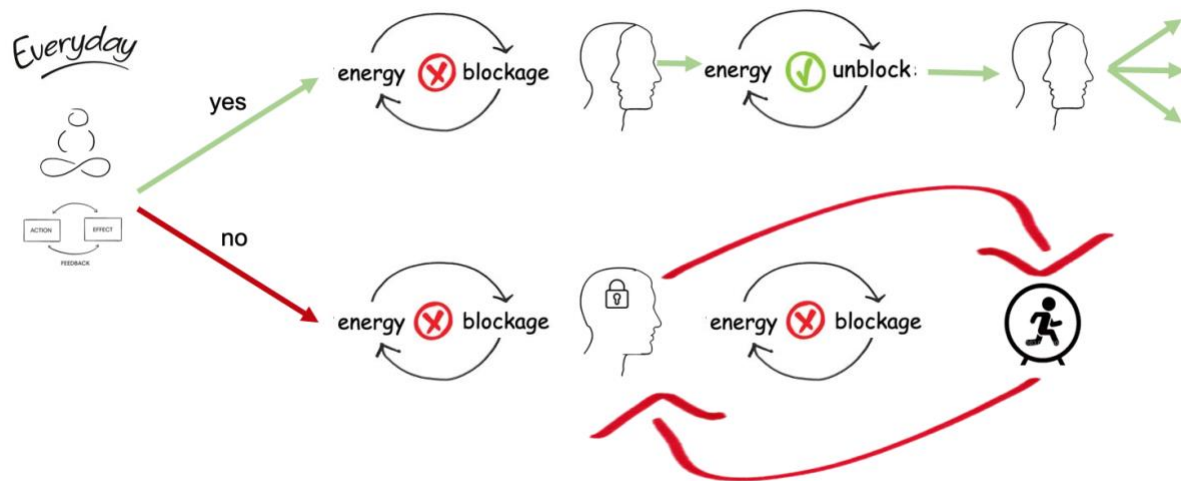
When it comes to training and adoption it is important to understand human psychology. The goal is to reach Proximal Development...



A person or company should understand the framework of their mental state to find paths that are more conducive to growth...



Blockages in oneself, or any organization needs to find them, and have a healthy way dissolve them...



Any training is only as good as its implementation, so it is important to engage rituals...

1. What have I learned?
2. How am I going to change my behavior?
3. I am going to create a ritual or habit to change this behavior?

The strength of Network Effects is the best defence in any business to be able to increase margins, to continue to increase value and stay ahead of the curve...

NETWORK EFFECTS MAP

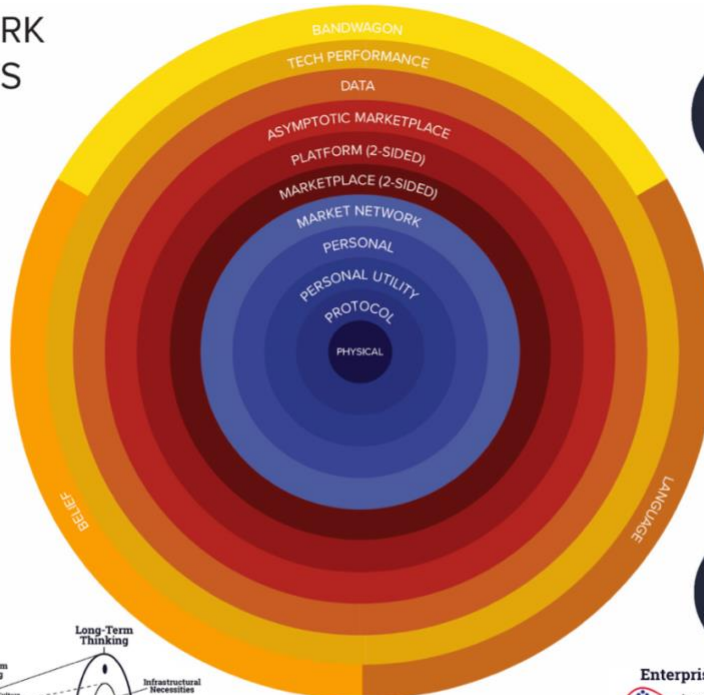
DIRECT

2-SIDED

DATA

TECH

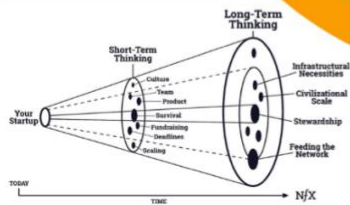
SOCIAL



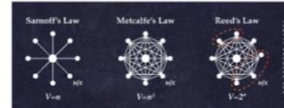
BRAND

EMBED

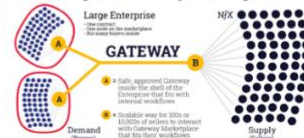
SCALE



THE NETWORK "LAWS"



Enterprise Gateway Marketplace



The Lifecycle of Uncomfortable Tech



The Lifecycle of Uncomfortable Tech

THE TOY PHASE

- Could be considered a joke
- No status threat
- Not every tech has a toy phase

*SOME TECH SKIPS TOY PHASE

DECRYING

- Status threat is seen as real
- Has to fight to maintain status
- Network gravity is very high

FEAR & GRIEF

- Status is either lost or perceived as lost
- High status nodes use new tech
- The decrying narrative weakens

SECRET BANDWAGONING

- Attempt to win back status
- Usually kept secret in fear of network rejection

ACCEPTANCE

- Status is locked in
- Tech prompts new hierarchy rules
- New status and norm is established

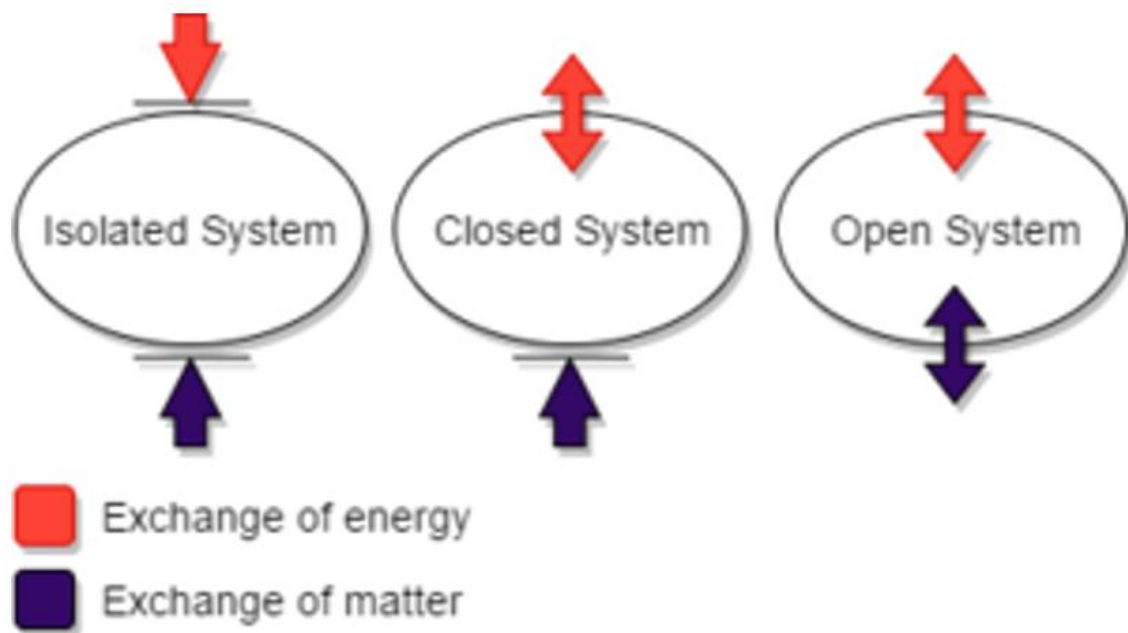
HOW TO MOVE THROUGH THE STAGES

- Target high value nodes (refutes narratives)
- Target cells of people (weakens network gravity)
- Make price point very low
- Let people make \$\$\$

SOURCE: NfX.COM

NfX

For any individual or organization to evolve it requires an open system with feedback to outside of the system...



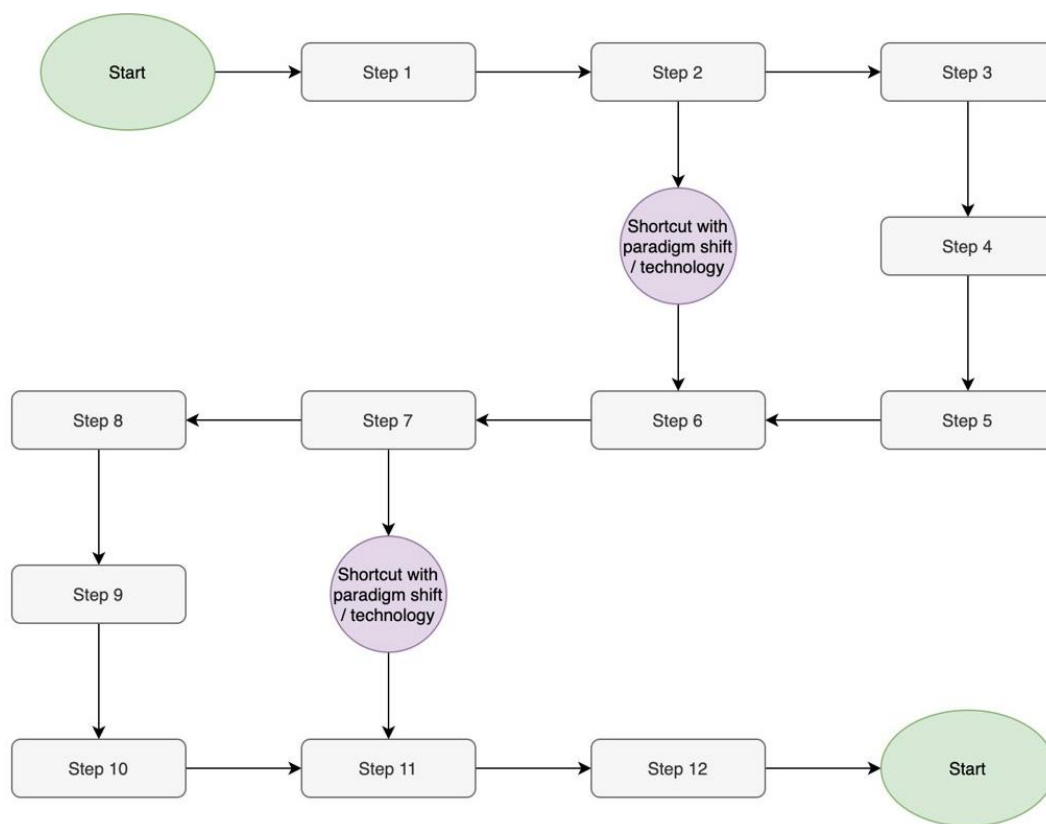
Self-reflection on all parts of one's life to understand its current state and the ideal future state allows for a clearer path...



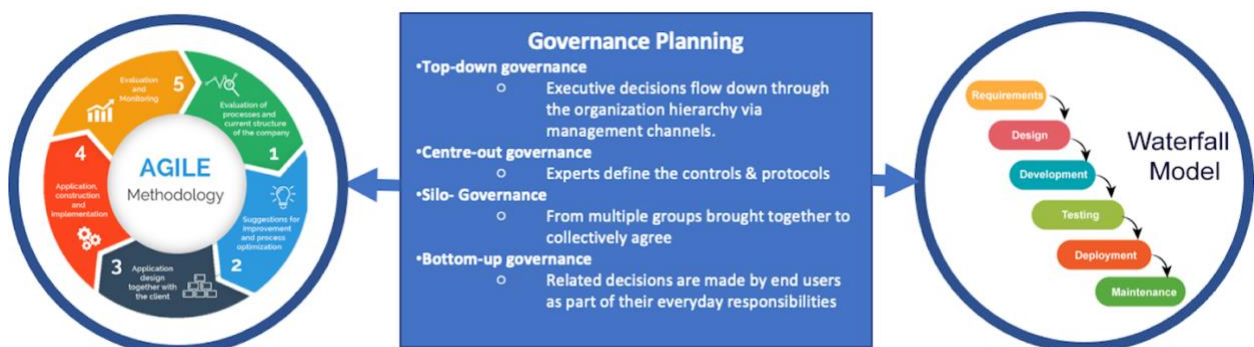
The key for leverage is to find the Correlation key factors that affect multiple larger value adding attributes...



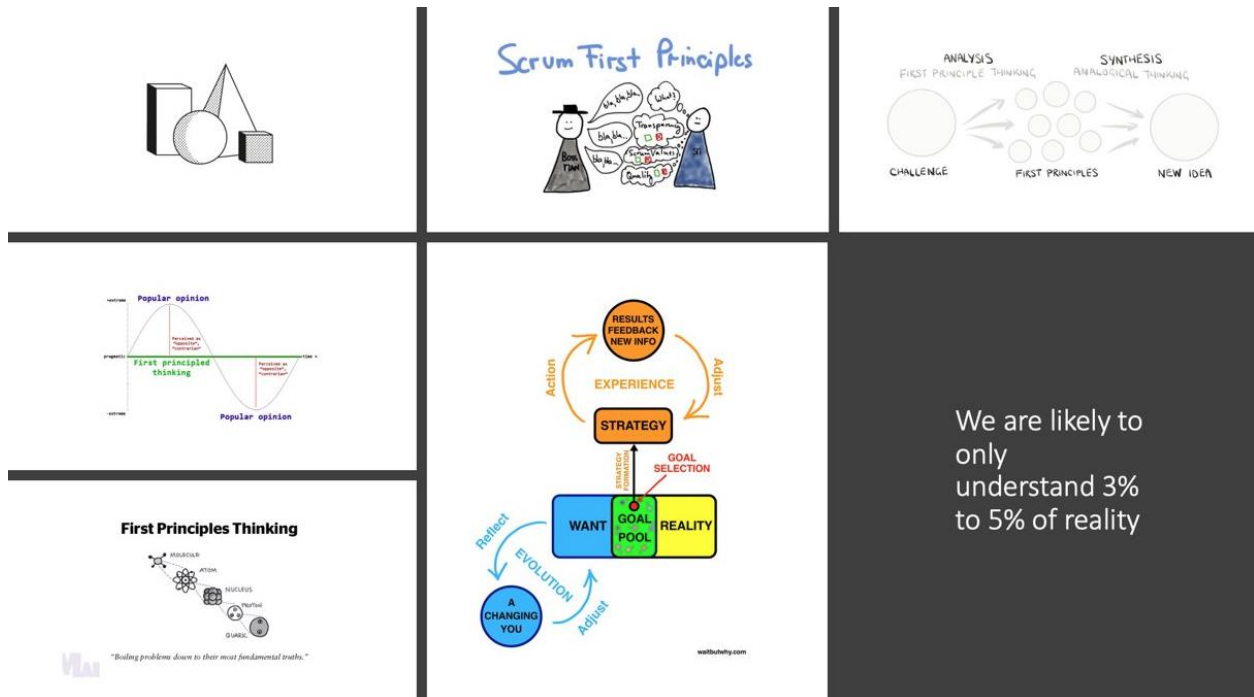
Changes that result in major advancement are because of awareness, testing and action...



Outside of the occasional paradigm shift or major technology shift, most of the change that will affect systems is through iterative change. It is important to allow multiple pipelines for change process...



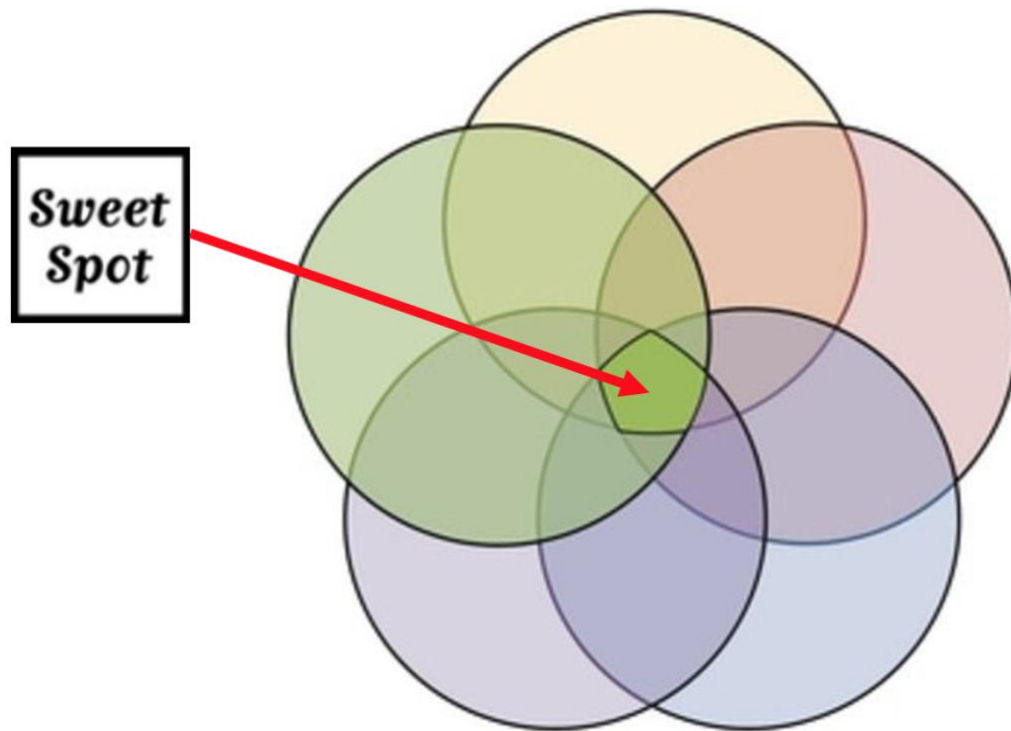
One's interpretation of reality is seldom right the first time, thus Continual innovation, testing & feedback loops are required to move forward...



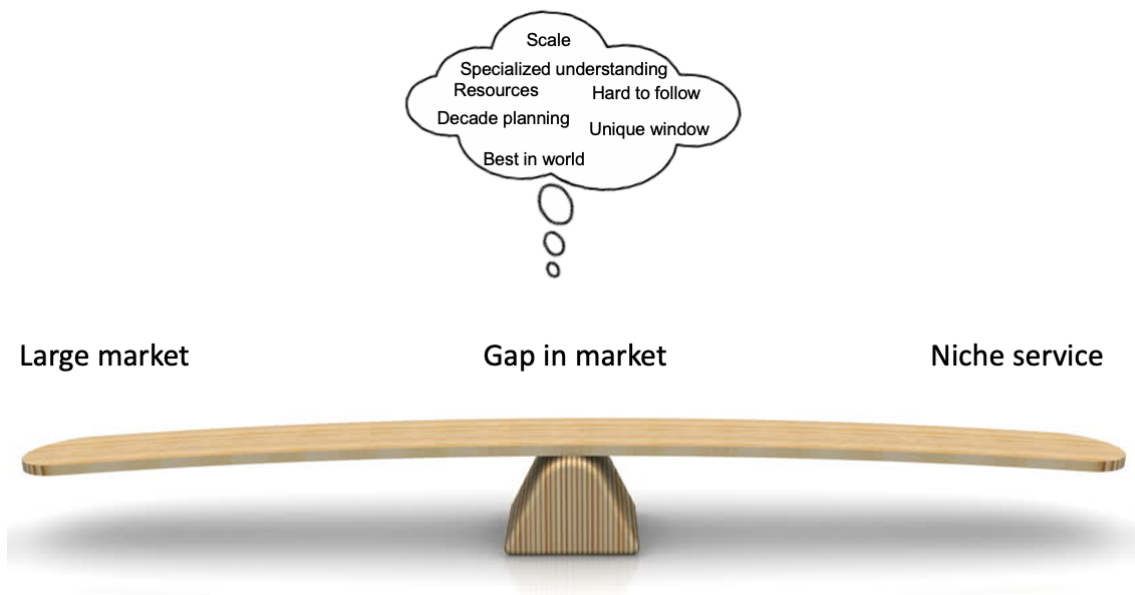
In one's personal life and in business considered and testable process is the key...



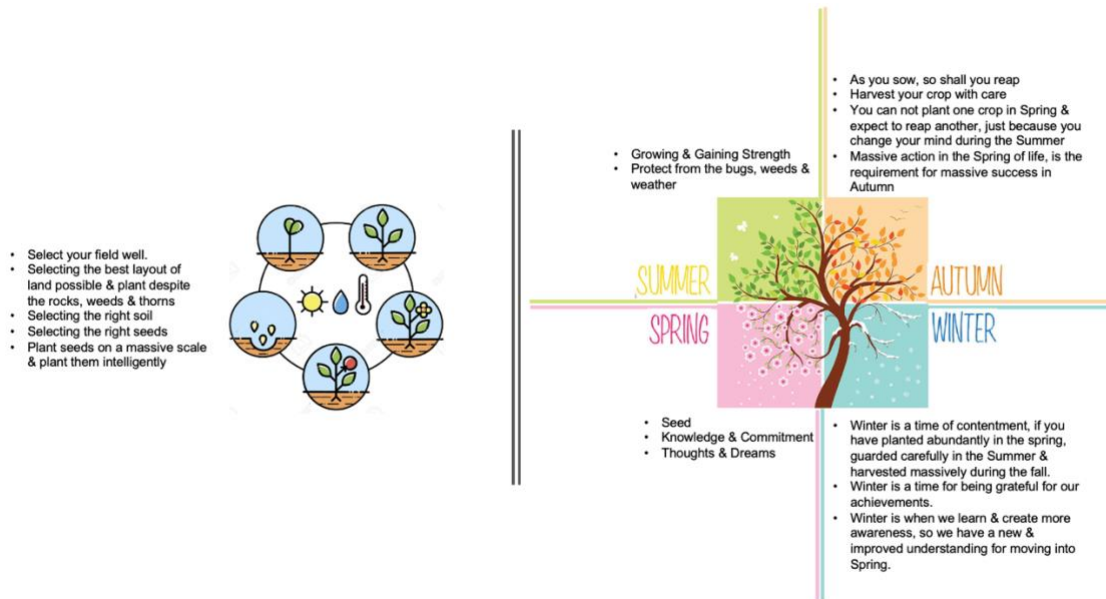
Combination of Technologies & Domain Experience creates a unique advantage to provide value for a person or an organisation...



An understanding of where your org fits, where it may set itself apart, what moat it has in place will ensure its health and longevity...



A consistent well thought out approach combined with a sustained approach, allowing for flexibility when needed is key...



We need to understand where we fit on a meta perspective to understand more completely the purpose of the focus of our energy...



A careful well thought out plan is essential, but it will change as soon as you are out of the gate, but without it you have no direction...



"Lollapalooza effect" for multiple biases, tendencies or mental models acting in compound with each other at the same time in the same direction.

- Ask yourself
 - What assumptions am I or others are making? – Can they be independently tested?
 - List all assumptions from all stakeholders
 - List all available figures & projections
 - Consider how the viewpoint of all stakeholders may be biased & apply a bias weighting
 - Is my, or others bias for it wanting to work, biasing the core foundation of the premise?

1. List all internal hierarchy, nodes & networks
2. List most interconnected & lynchpin nodes
3. List all accreditations, skills, knowledge & relationships value of nodes
4. From hierarchy, nodes & networks draw what customer types based on Specialization, Size, Value
5. Creating a feedback loop from various customer types (preferably privately), including needs ranging from minimum, medium & would be nice requirements.
6. Draw from nodes what are the official & unofficial processes in place
7. Draw from nodes previous examples of ideas being implemented, where success, where failure, why success, why failure
8. Draw from nodes, ideas for the future, how would benefit, how would implement, what resources would be required
9. Consider previous, existing & future ideas for merit
10. Consider professional outsourced solutions regards processes, SAS, SAP etc that may be applicable
11. Compare, overlay & integrate the most aligned customer requests, with existing & suggested processes, consider inclusion in plans & incorporate if worthy
12. List required accreditations, skills, knowledge & relationships value needed for all hierarchy positions & lynchpin nodes
13. Move nodes in the hierarchy & lynchpin areas where they are most suited.
14. Highlight areas where there are gaps in the required hierarchy & lynchpin areas & outsource to fill.
15. For proposed processes, create high-level plans & categorize them into Minor, Medium, Major
16. Decide on what type of governance should be employed - Top Down, Bottom Up, Centre Out, Silo
17. Consider adequate Resources needed to implement refined & newly created processes & add support where needed
18. Attach appropriate teams to the refined processes & new processes development & from the high-level plan, have them create a more detailed step by step plan
19. Create a feedback loop for the progress of these plans & monitor timelines for implementation
20. Execute plans, monitor, get feedback from all stakeholders (including customers), change, execute, monitor feedback
21. Continue to have a feedback loop for new & interesting ideas & processes to put through the validation funnel

There is no truth, there is only perspective...

IF

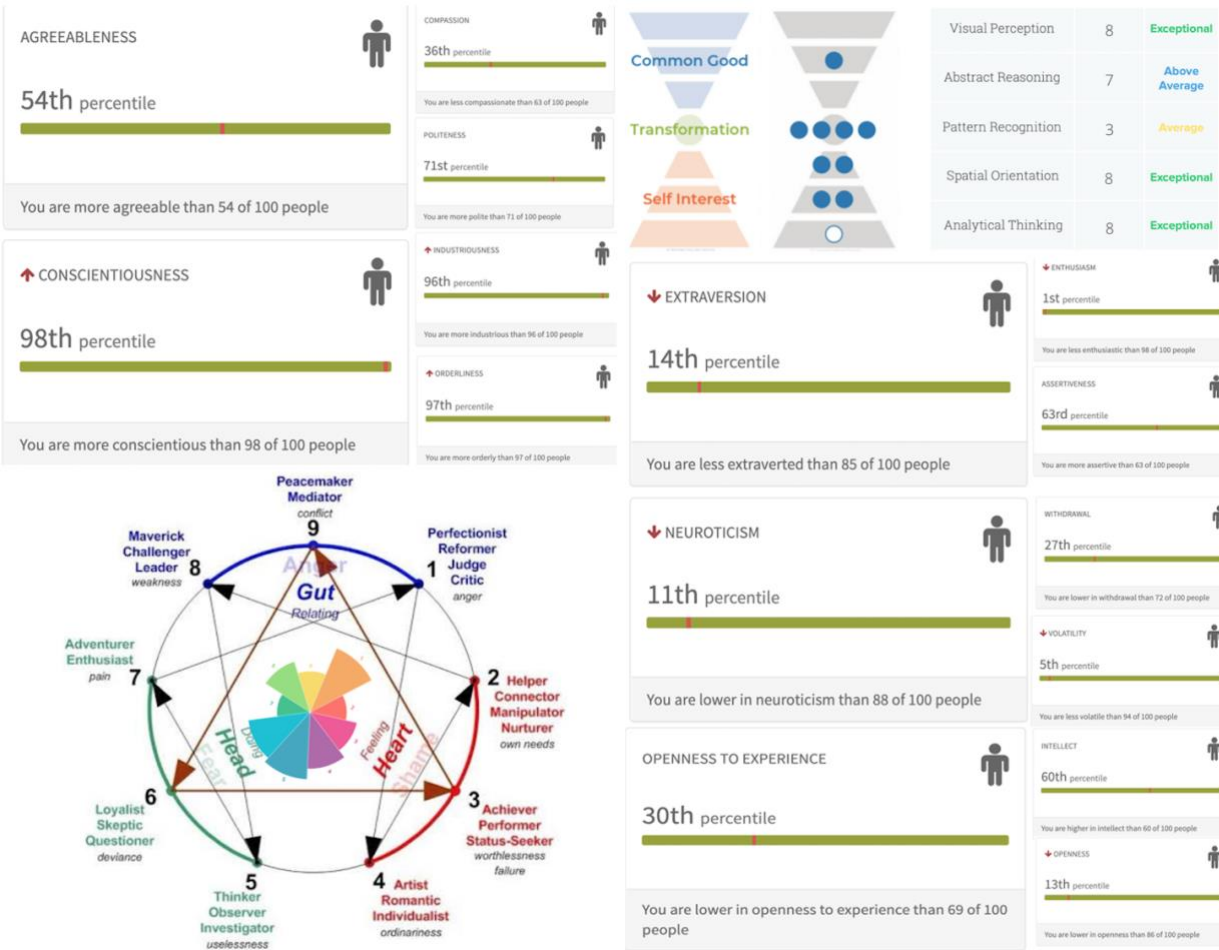
RUDYARD KIPLING

If you can keep your head when all about you
Are losing theirs and blaming it on you,
If you can trust yourself when all men doubt you,
But make allowance for their doubting too;
If you can wait and not be tired by waiting,
Or being lied about, don't deal in lies,
Or being hated, don't give way to hating,
And yet don't look too good, nor talk too wise:
If you can dream - and not make dreams your master;
If you can think - and not make thoughts your aim;
If you can meet with Triumph and Disaster
And treat those two impostors just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop and build 'em up with worn-out tools:

If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings
And never breathe a word about your loss;
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: 'Hold on!'

If you can talk with crowds and keep your virtue,
Or walk with Kings - nor lose the common touch,
If neither foes nor loving friends can hurt you,
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds' worth of distance run,
Yours is the Earth and everything that's in it,
And—which is more - you'll be a Man, my son!

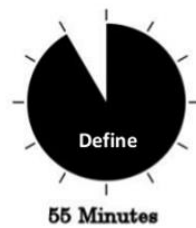
To contribute in any tangible way, it is important to know one’s own strengths and weaknesses. My detailed results regard myself are available on request...



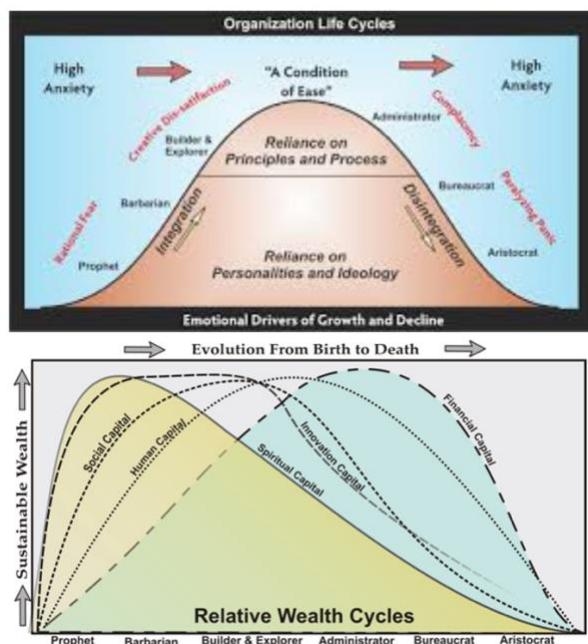
A few of my favourite borrowed and original ideas also below...










It's technology married with liberal arts, married with the humanities, that yields us the results that make our heart sing.

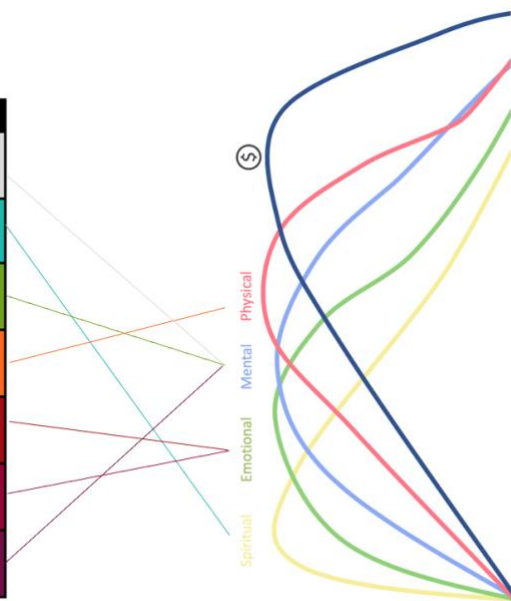


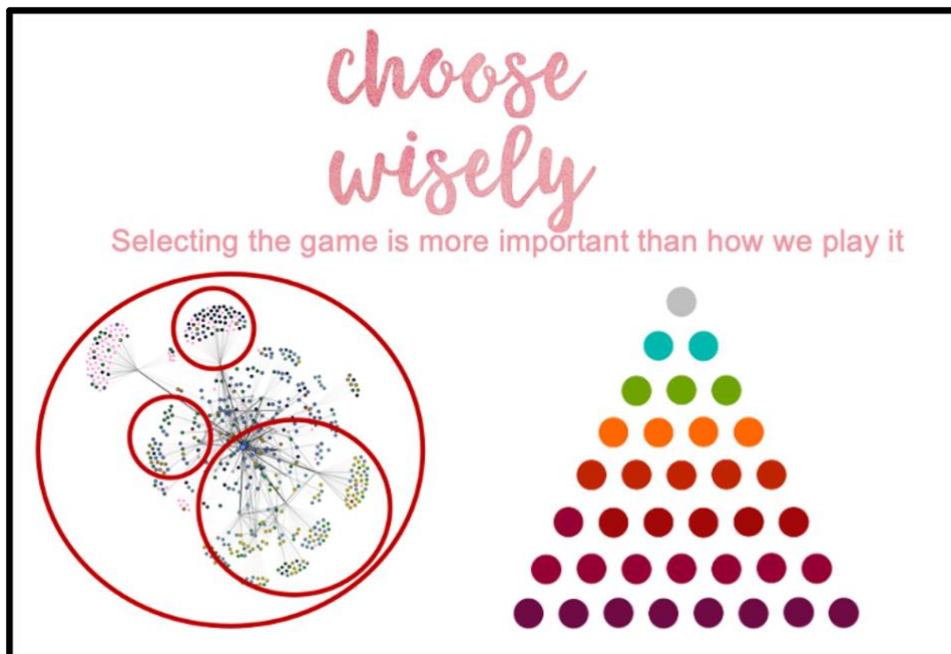
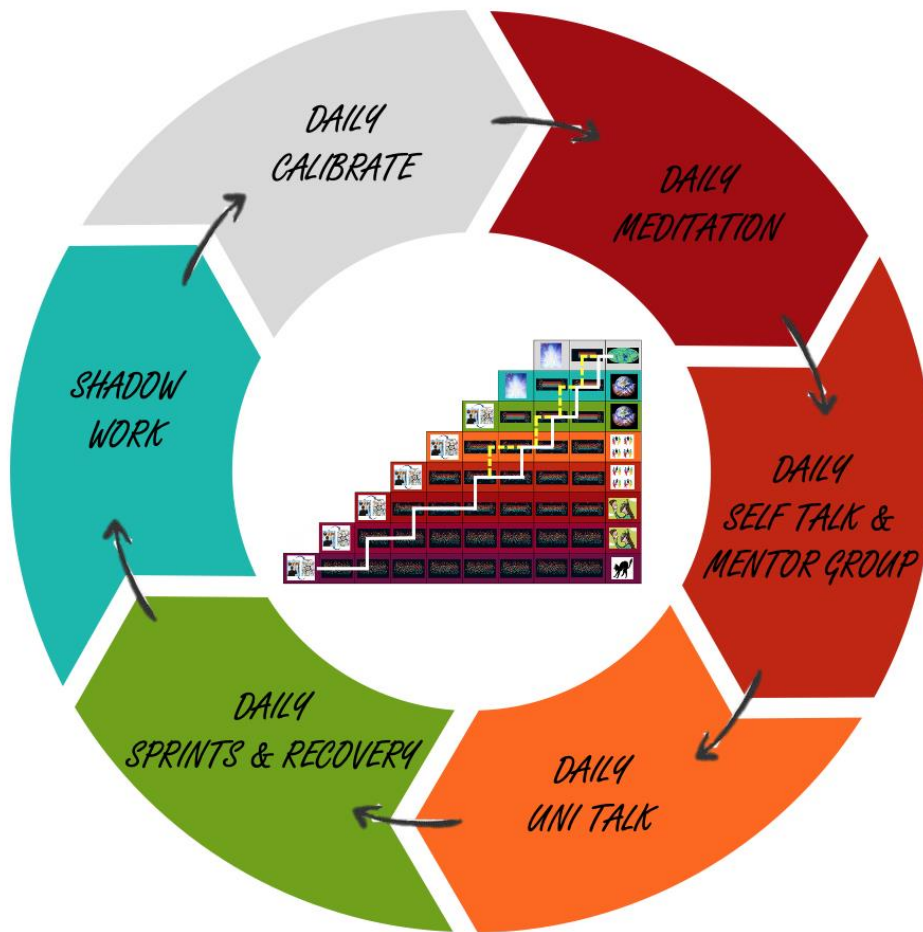
If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.

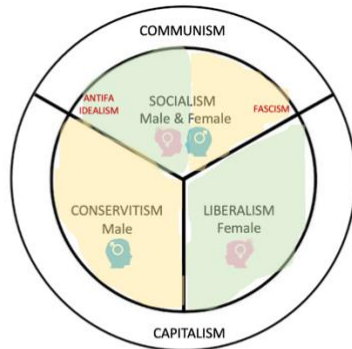


	Stratum	Industry	Responsibility Load	In charge of	Sphere of Influence	Span of work
	7	Corporation	Create & integrate complex systems, organize acquisition of major resources, create policy	5000000 to 1000000	Continental	20+ years
	6	Group	Oversee direct operation of subordinate divisions, allocate resources, apply policy	50000 to 60000	National	10-20 years
	5	Full DMS	Direct operation of complex systems, allocate assigned resources, implement policy	11000 to 12000	Regional	5-10 years
	4	Medium-size business	Direct operation of systems, organize, resources allocations to interdependent subordinate programs & subsystems, implement policy	2500 to 5000	15km	4-7 years
	3	One-man business or unit	Develop & execute plans & tasks, organize subsystems, prioritize resources, translate & implement policy & assigned missions	500 to 600	4500m	1+ years
	2	Section	Supervise direct performance of subsystems, anticipate/solve real-time problems, shift resources, translate & implement policy	100 to 200	1500m	3+ months
	1	Supervisor / Shop / Office Floor	Direct performance of work - Use practical judgment to solve ongoing problems	3 to 4	400m	<3 months
	0	Worker	Sole work related	1	50m	2 days

7 type of Intelligence	
Willpower: How can I make actual change in my behaviour?	
Spiritual: What is of ultimate concern to me?	
Moral: What should I do?	
Somatic: How should I physically do this?	
Emotional/Interpersonal: How do I feel about this? / How should we interact?	
Intrapersonal: What is true of my inner experience?	
Cognitive: What am I aware of?	

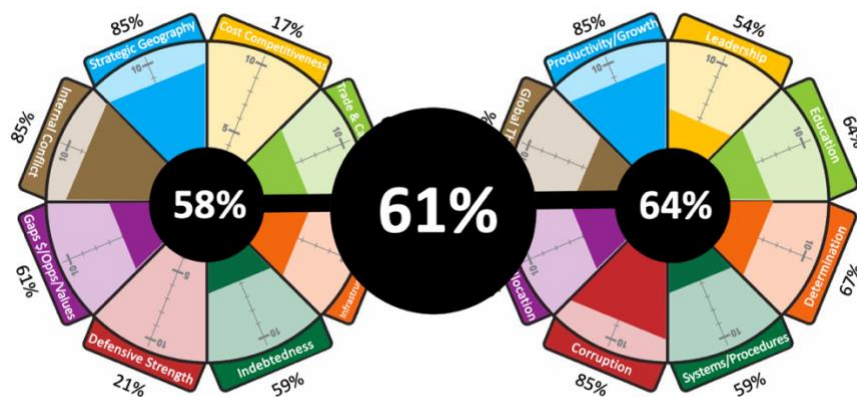






	Velocity			Shorter Term Error			Long Term Error			Efficiency		
	Low	Medium	High	High	Medium	Low	High	Medium	Low	Slow	Medium	Fast
Individual Nodes												
Networking Nodes												
Hierarchical Nodes												

NOTE: 1=bad 5=good			% Weight	Choices for direction											
Decision Jig - Israel				Option 1		Option 2		Option 3		Option 4		Option 5		Option 6	
				Enter Option here		Enter Option here		Enter Option here		Enter Option here		Enter Option here		Enter Option here	
				Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating	Score	Rating	Score
Critical Success Factors	Criteria 1	Enter criteria here	30	1	30	1	30	3	90	2	60	3	90	3	90
	Criteria 2	Enter criteria here	10	4	40	2	20	4	40	2	20	2	20	2	20
	Criteria 3	Enter criteria here	10	4	40	2	20	2	20	4	40	3	30	4	40
	Criteria 4	Enter criteria here	10	5	50	2	20	1	10	2	20	2	20	3	30
	Criteria 5	Enter criteria here	20	5	100	3	60	2	40	4	80	3	60	5	100
	Criteria 6	Enter criteria here	20	5	100	3	60	4	80	4	80	3	60	4	80
Total (out of 100 / 100%)			100	72%		42%		56%		60%		56%		72%	
Order of result				3		6		1		1		1		1	
Additional															
NOTES															





Thanks for taking an interest and I would love to hear from you. Reach out anytime. Life's too short!

Cheers

Israel