HULT
INTERNATIONAL
BUSINESS SCHOOL

Principles Matrix: How & Why

2023

How to create a Principles Matrix

For a defined enterprise, market sector or a crowd

Identify and articulate why your team needs to find common ground to collaborate better. Then, consider for a moment what the consequences would be for consumers if the problem were not fixed.

Ask each member to react by writing down (on a post-it note) simple short statements articulating what they feel must happen and what anyone thinks must not occur as a direct consequence of trying to fix the problem.

As a team, rearrange the post-it notes into groups with a shared intention and give each group a category name. (no more than six categories and no less than three)

Now try to give each group of post-it notes a single title that describes the overall in-principle intent. Try to find a word that captures any meaningful aspirations expressed in the statements.

Enter the titles representing each group and then write up to three rule sets that cover all those statements for at least one title. Then, each team can continue writing up to three rule sets for each title.

Principles template

Examples of a Topic

Examples of a must & must not statement

Effective? | Innovative? | Automated? | Neutrality? | Commercial? | Networked? | Governed?

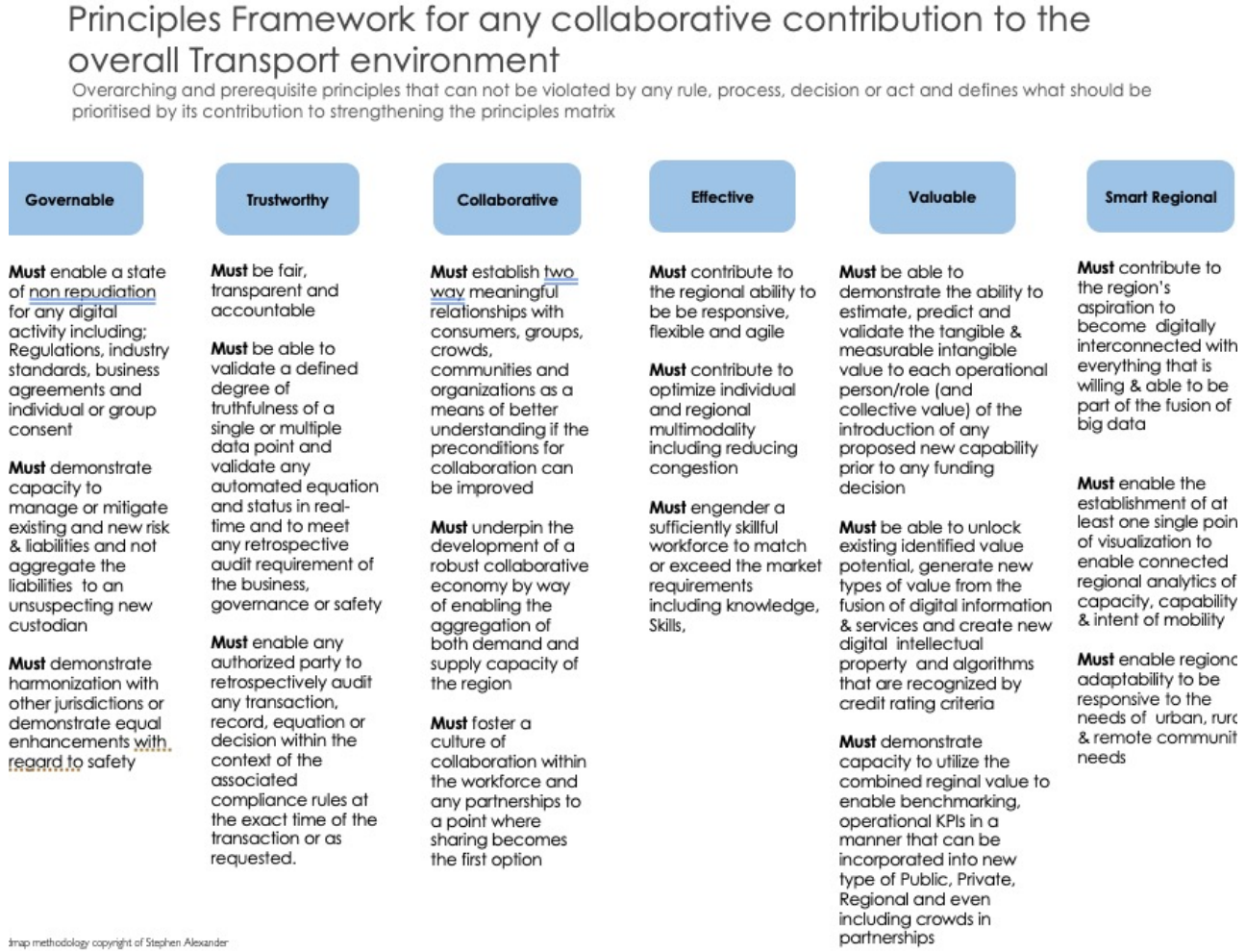
1 Must be more efficient, reduce cost/risks & improve User Experience & Partner profits.

2 Must Not allow any single trading party to control or influence the digital exchange

3 Must be compliant with any type of jurisdictional law, regulation, contracted obligations, agreed business rules and any granular consumer consenting agreements.

Real world examples…

- Each topic has some synergistic properties with every other topic
- Each of the three rule sets underpins the ability to uphold the intent of the Topic above it
- Each of the three rule sets underpins should also contribute to upholding the intent of every topic
- The Principles Matrix should be easy to comprehend by any interested party or actor in terms of the overall intentions of the Good Idea.



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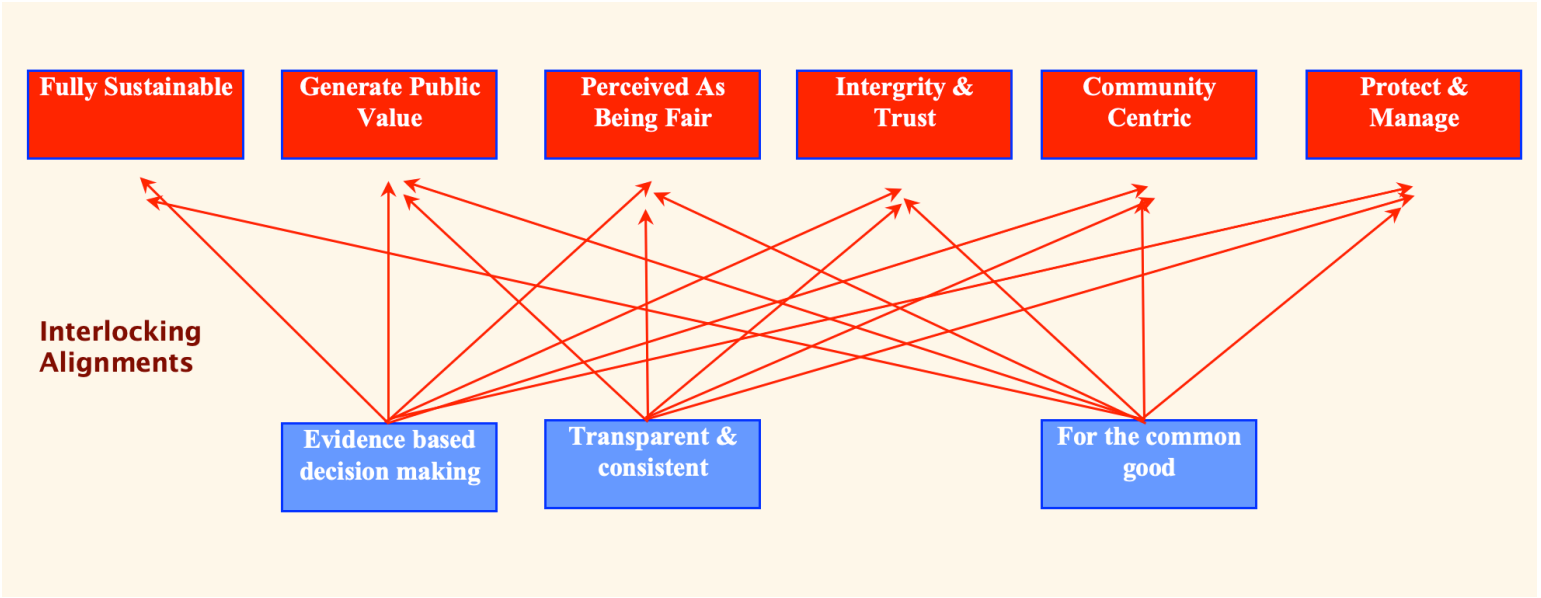

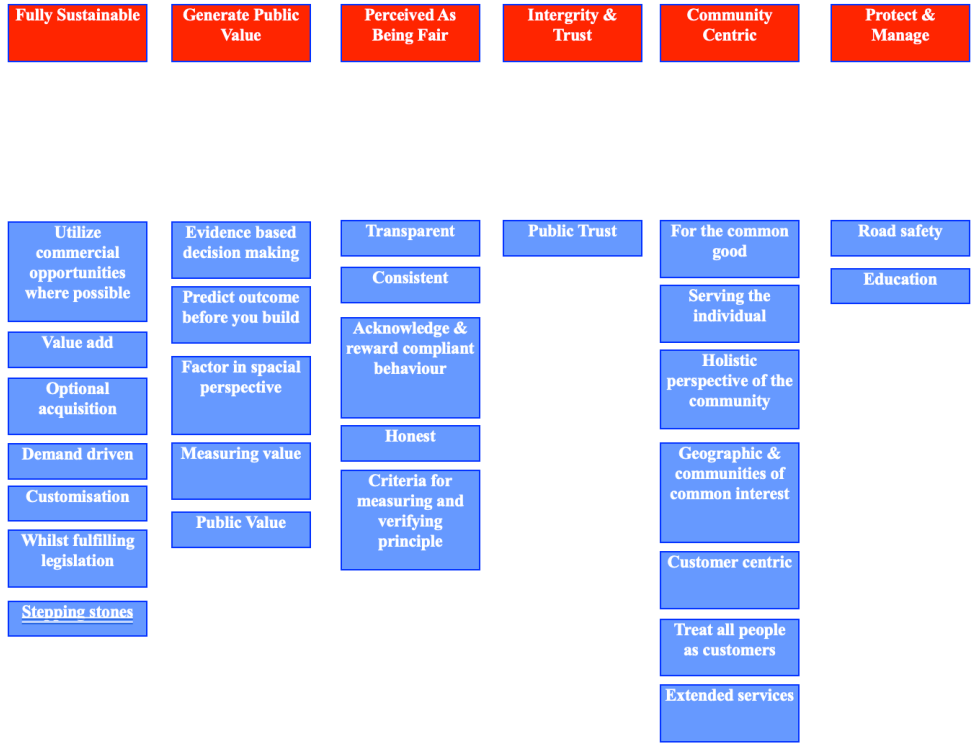

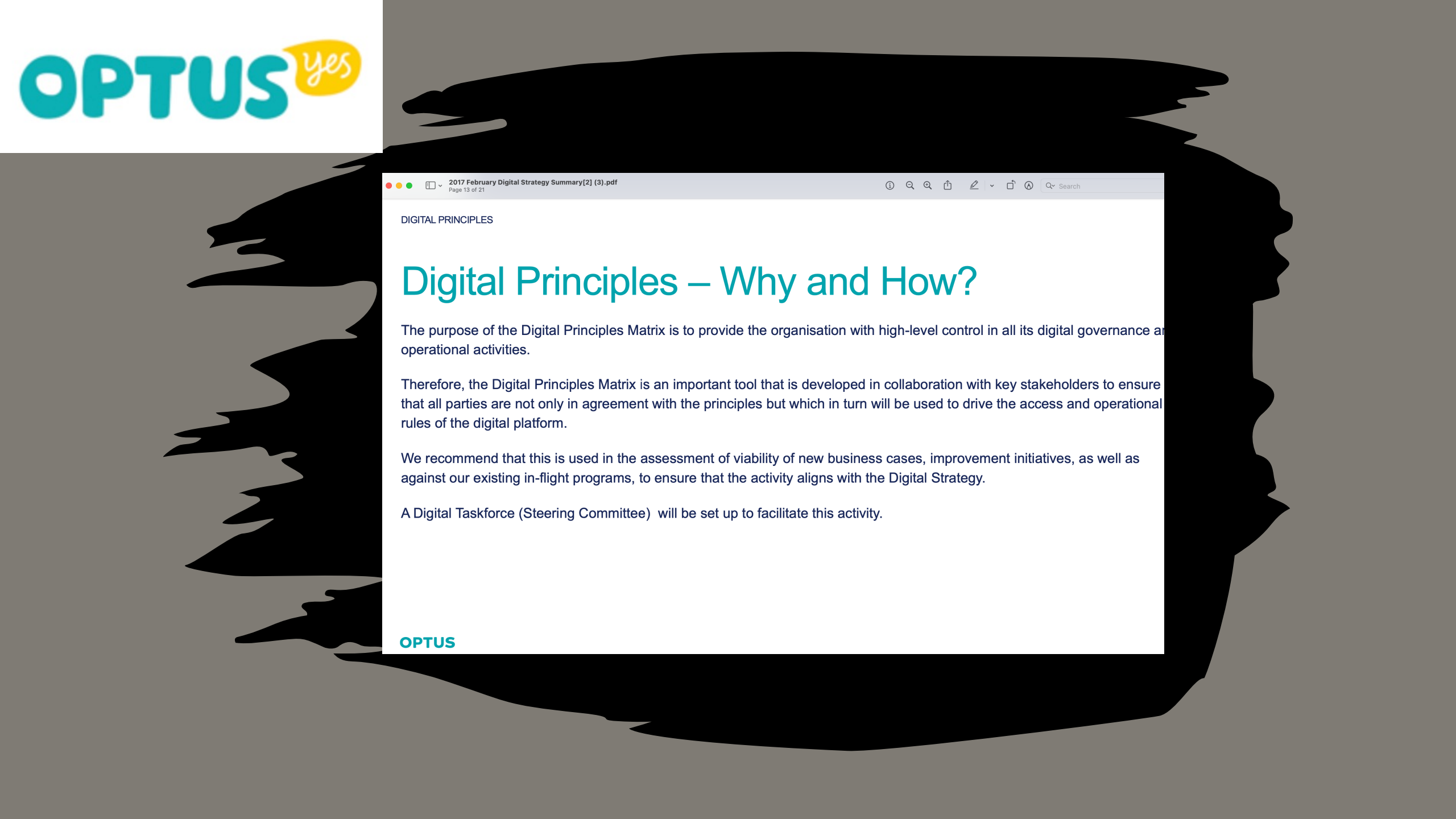
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DIGITAL PRINCIPLES
Digital Principles – Why and How?
The purpose of the Digital Principles Matrix is to provide the organisation with high-level control in all its digital governance a
operational activities.
Therefore, the Digital Principles Matrix is an important tool that is developed in collaboration with key stakeholders to ensure
that all parties are not only in agreement with the principles but which in turn will be used to drive the access and operational
rules of the digital platform.
We recommend that this is used in the assessment of viability of new business cases, improvement initiatives, as well as
against our existing in-flight programs, to ensure that the activity aligns with the Digital Strategy.
A Digital Taskforce (Steering Committee) will be set up to facilitate this activity.
OPTUS

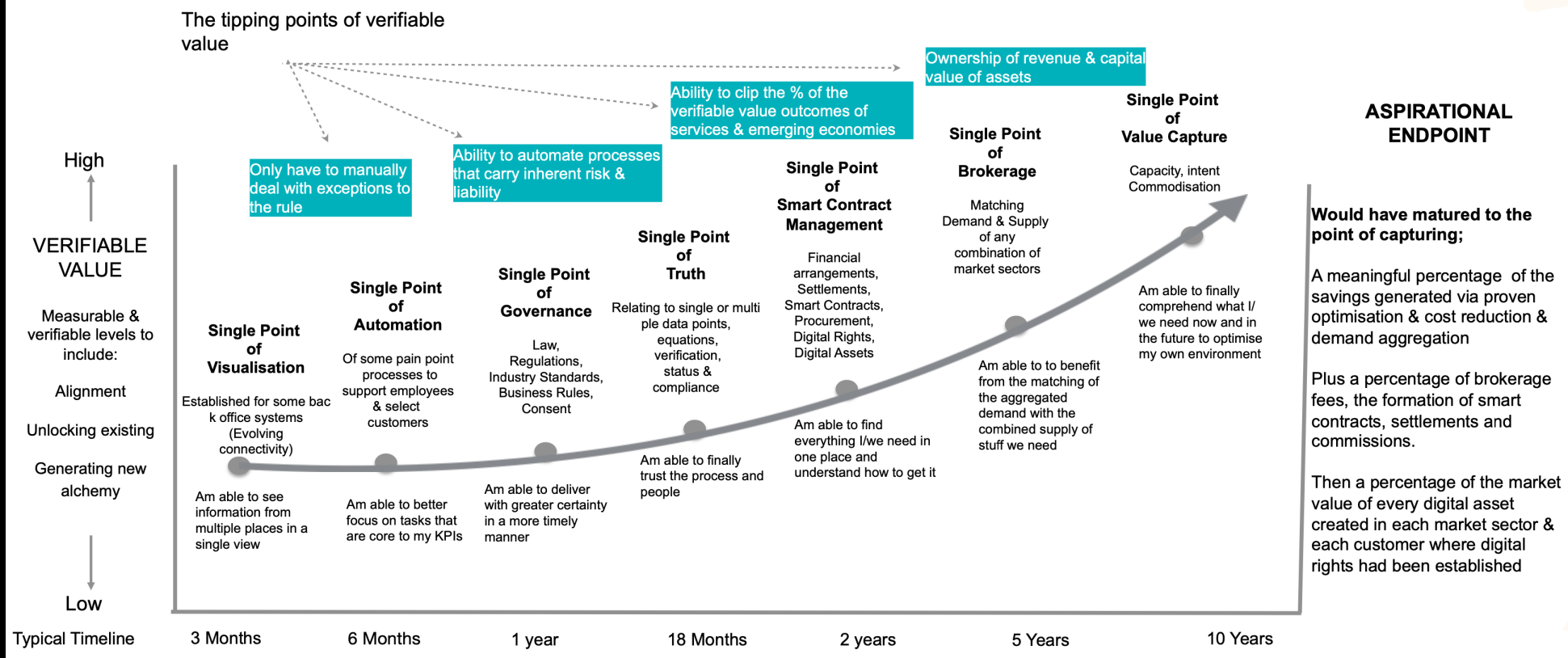
OVERARCHING AND PREREQUISITE PRINCIPLES THAT GOVERN THE DIGITAL FIRST STRATEGY IMPLEMENTATION AND ITS CUSTODIANSHIP

Digital Principles Framework

All existing and future initiatives must support of deliver the following…

EMPOWERING EXPERIENCE	VALUE CENTRIC	SINGULARITY	TRUSTWORTHY	ALIGNMENT
Must empower our people to better serve customers	Must deliver staff, customer, & business operational verifiable value	Must create singularity & visualisation of raw data & information	Must be governed to a state of legal 'non-repudiation'	Must demonstrate alignment with Optus vision, policies and strategies as agreed
Must evolve our people to thrive in an AI oriented automated world	Must demonstrate contribution to the evolution of the interconnected landscape	Must have legal consent or digital rights	Must maintain mutual respect for my/our digital rights	Must demonstrate alignment with market and business priorities
Must enable resources to deal with exceptions to automated process	Must generate digital assets that have capital value	Must establish the ability to process liberated data starting with: - Merged data - E2E automated processes - Metadata & analytical equations	Must operate in a trusted manner in order of others to provide legal consent to act on their behalf when it is of value	Must demonstrate the capacity to embrace the opportunities in the global digital environment in both the back office operations as well as the megatrends associated within target industries
Must contribute talent and retention strategies		Must be subject to a single broker/custodian		
Must increase employee communication and collaboration				

Journey Roadmap including critical waypoints



ASPIRATIONAL ENDPOINT

Would have matured to the point of capturing;

A meaningful percentage of the savings generated via proven optimisation & cost reduction & demand aggregation

Plus a percentage of brokerage fees, the formation of smart contracts, settlements and commissions.

Then a percentage of the market value of every digital asset created in each market sector & each customer where digital rights had been established

OPTUS

health commons connect

Worthwhile

Must determine and validate where possible:

- If any claimed benefits of a given solution meets or exceeds a person's stated needs to reduce the magnitude of pain cascading from the problems they are experiencing.
- If the real-life impact of the combined benefits is of meaningful day to day value & purposeful in terms of their journey endpoint
- If the personal investment is worth the value impact outcome within the context of a person's condition & life circumstances, and for the common good

Sovereign

Must recognize and, where possible, establish the following self-sovereign rights to:

- Use self-owned decentralized identifiers
- Own the self-generated data, knowledge, asset & currencies as common law property with ability to grant conditional rights to others and donate the knowledge of what works to a commons immutable virtual record
- Aggregate the collective power of crowds to assert our right to tell our story, & for clean air, water, food, soil & peace

Heart of the matter

- Must seek to discover, understand, and actively acknowledge & address the root cause of problems that cause disease rather than merely grapple with the consequences
- Must seek to establish a culture of truthful inquiry and minimize distortions upon the causes of disease, including the impact of pollution, global warming, self-harm (chosen harmful lifestyle), and collective self-harm (corporate greed and government policy) that enable or even promote harmful practices and policies (usually for short term profit)

Safe

Must not facilitate or allow the imposing of willful acts or influence against the wishes of the individual/crowd or the violation of sovereign rights including:

- Depriving people of choice, self expression, knowledge & knowledge of what works & our capacity to own and control ones DNA, knowledge of the self
- Any attempt to impose euthanasia, insert medical or Cyborg implants, conduct gene editing or facilitate the manufacturing of human (like) beings
- Must take self-responsibility for any action and be willing to be held accountable & willing to remedy any harm caused regardless of intent

Trustworthy

Where possible, the ontology architecture of the systemized platform will employ rational reasoning logic to enable trusted interactions and transactions:

- Meaning that any governance framework must demonstrate fairness, honesty, transparency, reliability, dependability, neutrality and other recognized attributes of social, financial, legal and tribal LORE
- Strengthen members inherent capacity to predict the odds of success, unintended consequences and value impact, when the level of complexity exceeds their rational reasoning. Facilitate preconditions for members to acquire the capacity see the possibility of the improbable becoming probable.

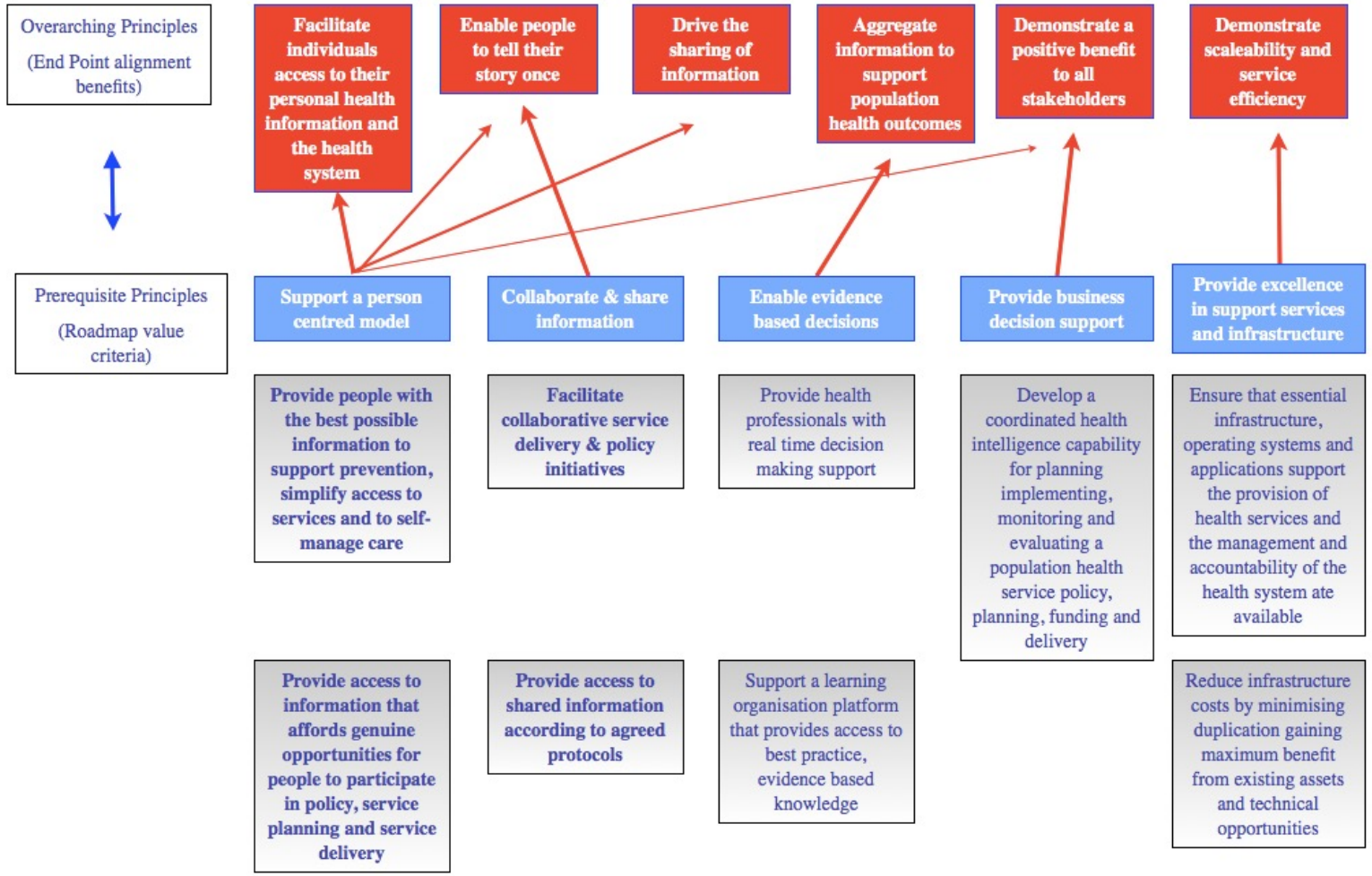
Wise

- Actively and intentionally practicing the knowledge of what we have collectively discovered works both for ourselves, and the common good.
- Must enable members to evolve the capacity to have foreknowledge of the contextual implications of individual and combined actions so that they can judge rightly the value impact outcomes of critical decisions in matters of life, conduct and intent, based on our real life experiences that have been discovered to be common to all.
- Favor human virtues & a culture of benevolence

Government of South Australia
SA Health

Prerequisite Principles SA Health Strategy

All Information Management & technology Strategies Must:



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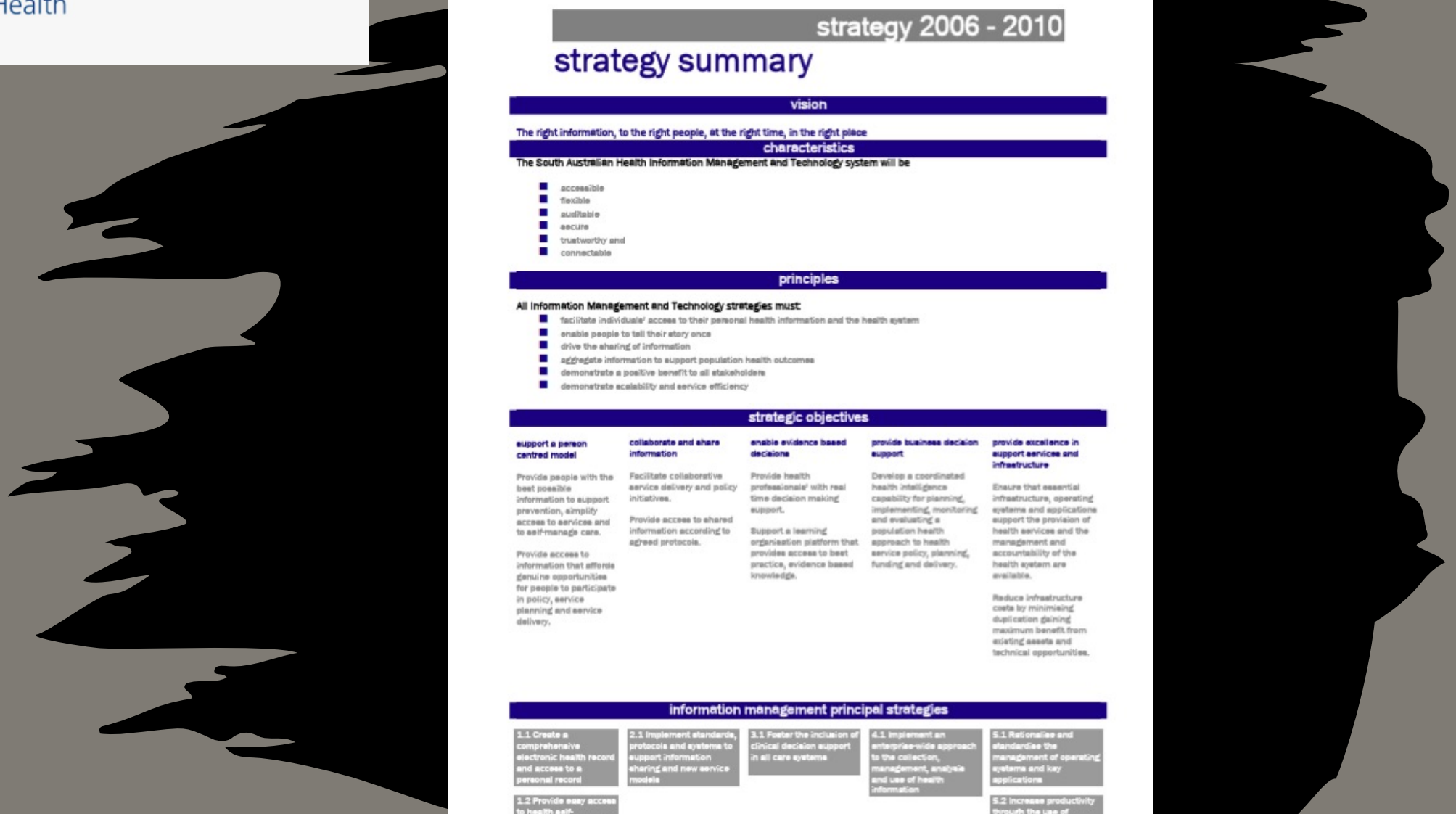

strategy 2006 - 2010

strategy summary

vision

The right information, to the right people, at the right time, in the right place

characteristics

The South Australian Health Information Management and Technology system will be

- accessible
- flexible
- auditable
- secure
- trustworthy and
- connectable

principles

All Information Management and Technology strategies must:

- facilitate individuals' access to their personal health information and the health system
- enable people to tell their story once
- drive the sharing of information
- aggregate information to support population health outcomes
- demonstrate a positive benefit to all stakeholders
- demonstrate scalability and service efficiency

strategic objectives

support a person centred model

Provide people with the best possible information to support prevention, simplify access to services and to self-manage care.

Provide access to information that affords genuine opportunities for people to participate in policy, service planning and service delivery.

collaborate and share information

Facilitate collaborative service delivery and policy initiatives.

Provide access to shared information according to agreed protocols.

enable evidence based decisions

Provide health professionals' with real time decision making support.

Support a learning organisation platform that provides access to best practice, evidence based knowledge.

provide business decision support

Develop a coordinated health intelligence capability for planning, implementing, monitoring and evaluating a population health approach to health service policy, planning, funding and delivery.

provide excellence in support services and infrastructure

Ensure that essential infrastructure, operating systems and applications support the provision of health services and the management and accountability of the health system are available.

Reduce infrastructure costs by minimising duplication gaining maximum benefit from existing assets and technical opportunities.

information management principal strategies

1.1 Create a comprehensive electronic health record and access to a personal record

1.2 Provide easy access to health self-management, wellbeing and service information

2.1 Implement standards, protocols and systems to support information sharing and new service models

3.1 Foster the inclusion of clinical decision support in all care systems

4.1 Implement an enterprise-wide approach to the collection, management, analysis and use of health information

5.1 Rationalise and standardise the management of operating systems and key applications

5.2 Increase productivity through the use of technology

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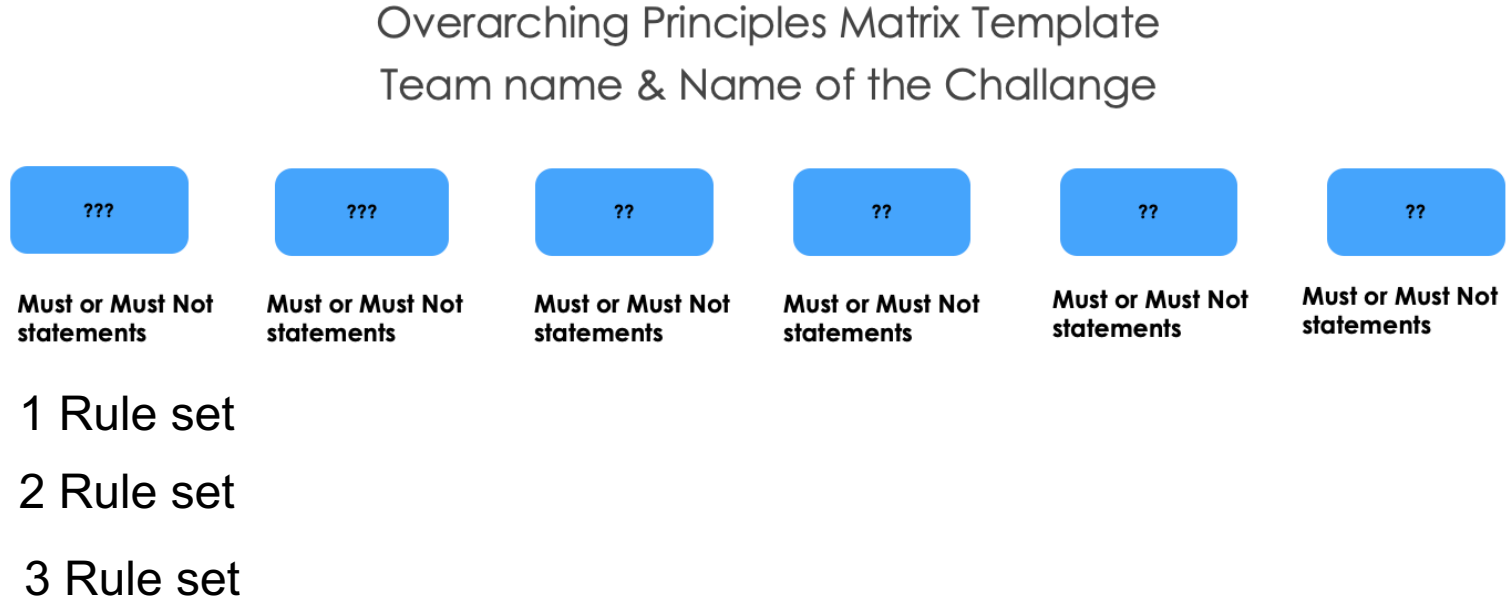
And now to work…

- **As a team**, discuss what each member cares about and feels is important. Try to identify your common intentions using up to six individual words to express what your good idea stands for. Then and place each word in the blue boxes
- **Then,** examine each word in the blue box and think of three short rules that could be used in a digital business agreement (smart legal contract) that would strengthen compliance of your intentions
- **Start** the rule with MUST or MUST NOT and keep it as short and concise as possible
- **Discuss and consider** if any blue box word would be regarded as admirable, essential, ethical or sacred by the interconnected crowd you are targeting.



Challenge yourselves

Now that it is possible to automate business processes & have AI play a meaningful role in operational decision-making, what type of (must or must not), rules are required to mitigate the risk of violating the overarching principles that govern the intent, values, ethics & meaningful purpose of any solution set?

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