



# 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.

## Principles Framework for any collaborative contribution to the overall Transport environment

Overarching and prerequisite principles that can not be violated by any rule, process, decision or act and defines what should be prioritised by its contribution to strengthening the principles matrix

#### Governable

#### Must enable a state of non repudiation for any digital activity including; Regulations, industry standards, business agreements and individual or group consent

Must demonstrate capacity to manage or mitigate existing and new risk & liabilities and not aggregate the liabilities to an unsuspecting new custodian

Must demonstrate harmonization with other jurisdictions or demonstrate equal enhancements with regard to safety

#### Trustworthy

#### Must be fair, transparent and accountable

Must be able to

validate a defined degree of truthfulness of a single or multiple data point and validate any automated equation and status in real-time and to meet any retrospective audit requirement of the business, governance or safety

authorized party to retrospectively audit any transaction, record, equation or decision within the context of the associated compliance rules at the exact time of the transaction or as

requested.

Must enable any

#### Collaborative

Must establish two

# way meaningful relationships with consumers, groups, crowds, communities and organizations as a means of better understanding if the preconditions for collaboration can be improved

Must underpin the development of a robust collaborative economy by way of enabling the aggregation of both demand and supply capacity of the region

Must foster a culture of collaboration within the workforce and any partnerships to a point where sharing becomes the first option

#### Effective

#### **Must** contribute to the regional ability to be be responsive, flexible and agile

Must contribute to optimize individual and regional multimodality including reducing congestion

Must engender a sufficiently skillful workforce to match or exceed the market requirements including knowledge, Skills,

#### Valuable

# Must be able to demonstrate the ability to demonstrate the ability to estimate, predict and validate the tangible & measurable intangible value to each operational person/role (and collective value) of the introduction of any proposed new capability prior to any funding decision

Must be able to unlock existing identified value potential, generate new types of value from the fusion of digital information & services and create new digital intellectual property and algorithms that are recognized by credit rating criteria

Must demonstrate capacity to utilize the combined reginal value to enable benchmarking, operational KPIs in a manner that can be incorporated into new type of Public, Private, Regional and even including crowds in partnerships

#### **Smart Regional**

Must contribute to the region's aspiration to become digitally interconnected with everything that is willing & able to be part of the fusion of big data

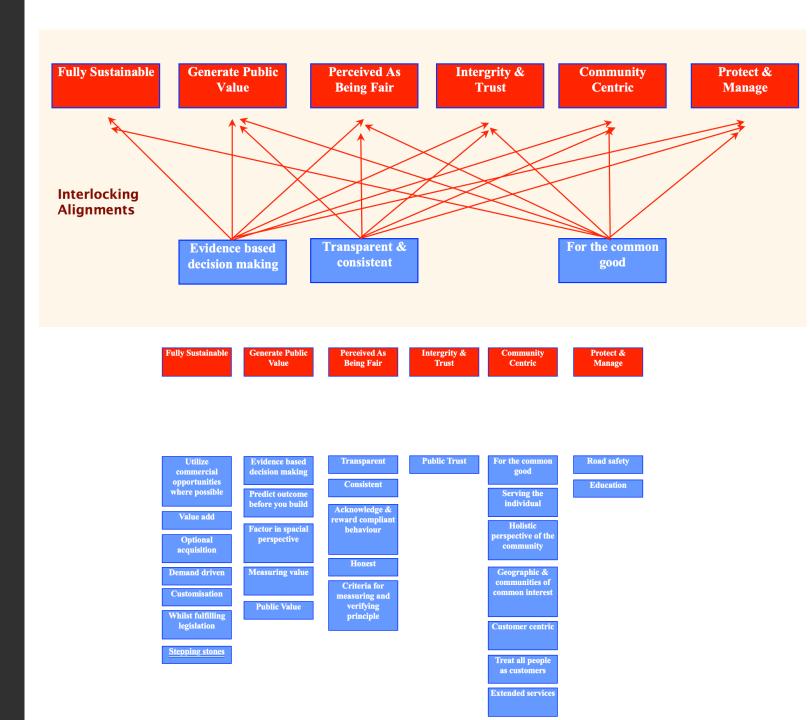
Must enable the establishment of at least one single poin of visualization to enable connected regional analytics of capacity, capability & intent of mobility

Must enable regional adaptability to be responsive to the needs of urban, rura & remote communit needs

Imap methodology copyright of Stephen Alexander

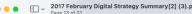
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DIGITAL PRINCIPLES

## 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 are 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 evolve our people to thrive in an Al oriented automated world

Must enable resources to deal with exceptions to automated process

Must contribute talent and retention strategies

Must increase employee communication and collaboration

Must deliver staff, customer, & business operational verifiable value

Must demonstrate contribution to the evolution of the interconnected landscape

Must generate digital assets that have capital value

Must create singularity & visualisation of raw data & information

Must have legal consent or digital rights

Must establish the ability to process liberated data starting with:

- Merged data
- E2E automated processes
- Metadata & anaİytical equations

Must be subject to a single broker/custodian

Must be governed to a state of legal 'non-repudiation'

Must maintain mutual respect for my/our digital rights

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 alignment with Optus vision, policies and strategies as agreed

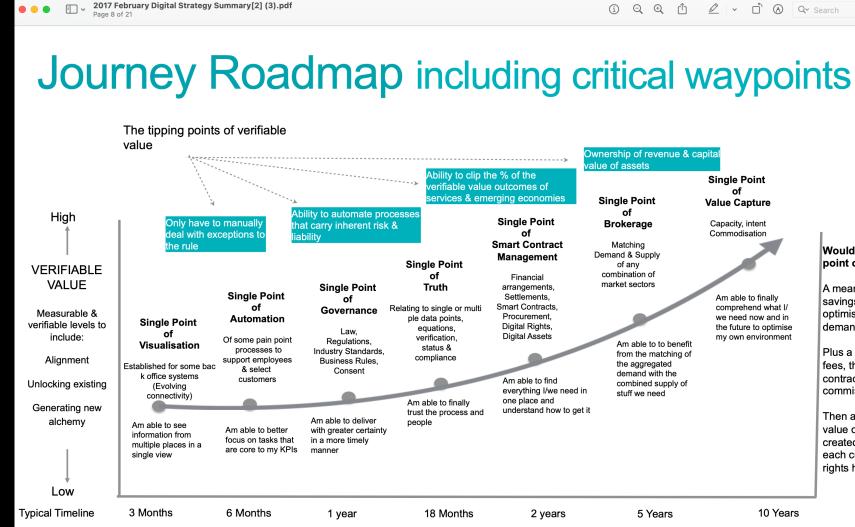
Must demonstrate alignment with market and business priorities

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

**OPTUS** 



**OPTUS** 



## 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















## 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 selfresponsibility 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

## **Prerequisite Principles SA Health Strategy**

Drive the

All Information Management & technology Strategies Must:

Overarching Principles (End Point alignment benefits)



Prerequisite Principles (Roadmap value criteria)

Enable people Facilitate individuals to tell their access to their story once personal health information and the health system Collaborate & share Support a person

sharing of information

Aggregate information to support population health outcomes

Demonstrate a positive benefit to all stakeholders

Provide business decision support

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

Demonstrate scaleability and service efficiency

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 ate available

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

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

centred model

Provide people with

the best possible

information to

support prevention,

simplify access to

services and to self-

manage care

Provide access to shared information according to agreed protocols

information

Facilitate

collaborative service

delivery & policy

initiatives

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

Enable evidence

based decisions

Provide health

professionals with

real time decision

making support



South Australian Health Information Management & Technology 10

## strategy 2006 - 2010

## strategy summary

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

- flexible
- auditable
- eecure
- 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 acalability and service efficiency

#### strategic objectives

#### aupport a person centred model

Provide people with the Facilitate collaborative 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

service delivery and policy

Provide access to shared information according to Support a learning agreed protocols.

Provide health professionals' with real time decision making support.

organisation platform that approach to health provides access to beet practice, evidence based knowledge.

Develop a coordinated health intelligence capability for planning, implementing, monitoring and evaluating a

population health service policy, planning, funding and delivery.

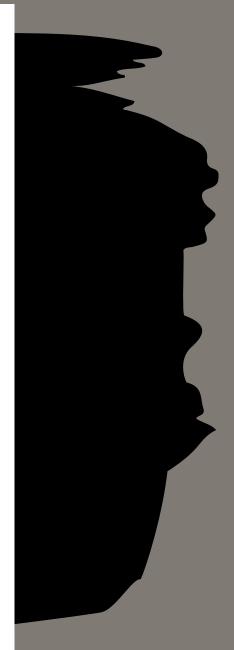
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#### information management principal strategies

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- accessible
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- aggregate information to support population health outcomes
- demonstrate a positive benefit to all stakeholders
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## 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 selfmanagement, 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



## 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.

Overarching Principles Matrix Template Team name & Name of the Challange



- 1 Rule set
- 2 Rule set
- 3 Rule set

# Challenge yourselves

Now that it is possible to automate business processes & have Al 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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