



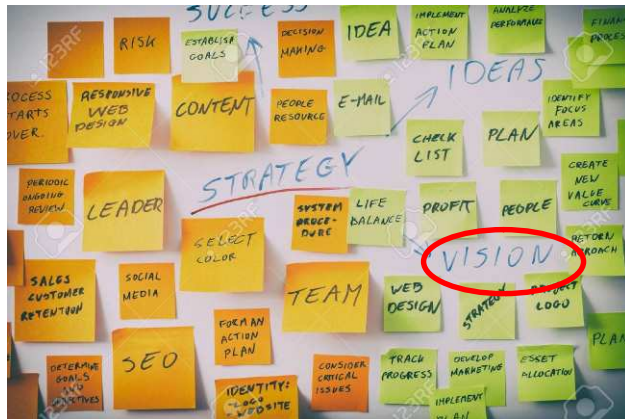
# Keyword master class

Presented by  
Charles Meyer Richter  
Ripose Pty Limited



# What is wrong?

Let us start with the Vision



## vision

Memorial University will be one of the most distinguished public universities in Canada and beyond, and will fulfill its special obligations to the people of Newfoundland and Labrador.

## mission

Memorial University is an inclusive community dedicated to innovation and excellence in teaching and learning, research, scholarship, creative activity, service and public engagement.

Memorial welcomes and supports students and scholars from all over the world and contributes knowledge and expertise locally, nationally and internationally.

## core values

<b>excellence</b> Encouraging and promoting excellence through innovation and creativity, rigor and pragmatism.	<b>freedom and discovery</b> Supporting the freedom to pursue knowledge that is based on individual and collective intelligence, curiosity, integrity and creativity.	<b>responsibility to learners</b> Recognizing a basic duty to ensure the excellence and support to ensure their academic and personal success.
<b>integrity</b> Being honest and ethical in all transactions, maintaining that high ethical standards in teaching, research, public engagement and service.	<b>recognition</b> Acknowledging, rightly, all those who have made a difference in the university's history, including teaching and learning, research, scholarship, creative activity and public engagement.	<b>interdisciplinary collaboration</b> Supporting everything that comes in all forms that can increase academic excellence and address significant opportunities and challenges for society.
<b>collegiality</b> Engaging others with respect, openness and trust in pursuit of a common purpose. Being in regard for individuals, teams and the institution as a whole.	<b>responsibility to place</b> Honoring and fulfilling the special obligation to the people of Newfoundland and Labrador by recognizing and building upon their excellence and spirit.	<b>sustainability</b> Acting in a manner that is environmentally, economically and socially sustainable in its education, research and research programs.
<b>inclusiveness and diversity</b> Embracing and respecting responsibility to ensure diversity and equity.	<b>responsiveness</b> Being receptive to individuals and communities.	
<b>accountability</b> Accepting responsibility for achievement of common goals and objectives.		

Copyright, designed and published by the Memorial University community (2013). [www.mun.ca/pressroom/2013/press04/](http://www.mun.ca/pressroom/2013/press04/)

What is a vision?

# Vision

Definition: “The formation of a mental image of something that is not perceived as real and is not present to the senses.”

Question: How can a vision become a reality?

# Real vision

Is a vision a dream, goal, idea, mission, objective, purpose or something else

Perhaps you are now beginning to get the picture.

Brain storming practitioners such as system thinkers may:

- 1) Never 'get the picture'
- 2) Need to evolve into an objectives modeller who can use keywords

# Keywords

## How to find keywords in a sentence

### Career Advice for Millennials – Learning approach

01 Read an Article



02 After Reading it



Copy and paste the article into a word processing product



Break the article up into with each paragraph placed in its own row (Column 1)

03 Sample Table

Author's Comment (Column 1)AA	Reader's Diagnosis		
	Keyword (Column 2)	Definition (Column 3)	Reader's Comment (Column 4)

04 Go back to the beginning and taking each paragraph (or sometimes a sentence) scan its content to find a keyword and write that keyword in column 2

05 Define the keyword using any reputable dictionary - this will provide the reader with an understanding of the word. Write that in column 3. You may find more than 1 keyword. If so add them in a separate row and treat as the first

06 Reread the paragraph or sentence to see if what the author wrote fits the definition exactly

- If it does: then the author knows their subject matter and should be trusted. Write that in column 4
- If it does not: then either the reader needs to:
  - › Find another definition to see if that works
  - › Find another keyword

07 Realize that there could be major risks involved by following the author's view and should either



Find another source of the subject material and start at 1 again



Assess what the risk could be, write that in column 4 and move on to the next row

08 If the reader finds less than 3 doubtful statements then to give the author the benefit of the doubt then either



Contact the author (if at all possible) and get them to clarify the statement(s)



Find another source

09 If the reader finds more than 3 doubtful statements then they have the following options



Find another source



Follow the author irrespective of the reader's findings

Learning approach provided by: [Charles Meyer Richter](#)

# Keywords - Examples

Examine the words contained in the following sentence and try to locate the key words.

1) “A capability is a set of learned process and activities that enable a company to produce a particular outcome. Dynamic capabilities unlike ordinary capabilities are idiosyncratic. They are the way things are done”

Solution on the next slide



# Keywords - Example

Comment	Diagnosis		
	Keyword	Definition	Comments
A dynamic capability framework focuses on the firm's ability to quickly orchestrate and reconfigure externally sourced competencies	Dynamic	"An efficient incentive"	A good example of an implicit (anecdotal rhetoric) statement which needs to be further broken down into at least 3 groupings: Conceptual; Logical; and Physical
	Framework	A structure supporting or containing something.	
	Capability	"An aptitude that may be developed"	
	Firm	The enterprise made up of groups of people	
	Orchestrate	"Plan and direct (a complex undertaking)"	
	Competencies	"The quality of being adequately or well qualified physically and intellectually"	



# Keywords - Exercise

Examine the words contained in the following sentence and try to locate the key words.

1) “A capability is a set of learned process and activities that enable a company to produce a particular outcome. Dynamic capabilities unlike ordinary capabilities are idiosyncratic. They are the way things are done”

Try this example. You can use the provided [Template](#)

Do not look at the next slide

# Keywords - Solution

Comment	Diagnosis		
	Keyword	Definition	Comments
A capability is a set of learned process and activities that enable a company to produce a particular outcome. Dynamic capabilities unlike ordinary capabilities are idiosyncratic. They are the way things are done	Capability	"An aptitude that may be developed"	A good example of an implicit (anecdotal rhetoric) statement which needs to be further broken down into at least 3 groupings: Conceptual; Logical; and Physical
	Learn	"Gain knowledge or skills"	
	Process	"A particular course of action intended to achieve a result". Synonym: Activity	
	Company	The enterprise made up of groups of people	
	Dynamic	"An efficient incentive"	
	Ordinary	"Not exceptional in any way especially in quality or ability or size or degree"	

# Keywords - Exercises

Examine the words contained in the following sentences and try to locate a single key word.

- 1) A Solution Architect role assumes a certain level of abstraction, i.e. compartmentalization is not a risk here
- 2) "Real world effect" is a term standing for a (any) change - tangible or intangible - in the world state caused by an execution of capability/business service (OASIS SOA RAF standard)
- 3) This absence of agreement is based on a wrong approach: people tend to \_define\_ things via what they do with them, not via what the things are. Everyone performs different activities and has different goals - no common agreement is possible in such case

Try these examples. You can use the provided [Template](#)

Do not look at the next slide

# Keywords - Solution

Their comment	My diagnosis		
	Keyword	Definition	Comment
1) A Solution Architect role assumes a certain level of abstraction, i.e. compartmentalisation is not a risk here	Assume	"Take on a certain form, attribute, or aspect"	What if the 'take on' is incorrect? Without an explicit business knowledge model, the 'solutions architect' will always have to assume that they
2) "Real world effect" is a term standing for a (any) change - tangible or intangible - in the world state caused by an execution of capability/business service (OASIS SOA RAF standard).	Effect	"An impression (especially one that is artificial or contrived)"	What if that impression is wrong? Without a clear understanding of all of the ideas in the collective minds of management the impression can lead to disastrous outcomes. Therein lies the risk.
3) This absence of agreement is based on a wrong approach: people tend to _define_ things via what they do with them, not via what the things are. Everyone performs different activities and has different goals - no common agreement is possible in such case	Approach	"Ideas or actions intended to deal with a problem or situation"	What if the approach is wrong? Doing the right thing at the wrong time or doing the wrong thing at the right time could, even with all the best skills/capabilities, turn out to be disastrous. Therein lies the risk