

**Model-Netics: A Cornucopia
For Problem Solvers**

Why is Model-Netics like a cornucopia? This analogy is based on the idea that Model-Netics is a generative system. A familiar example would be the alphabet. In the English alphabet 26 letters generate over 750,000 words! The nice thing about a cornucopia is that it just keeps on giving. How, since there are 151 models in Model-Netics, can it expand beyond this? The answer turns on the definition of the "whole". The whole, in Cartesian terms, is equal to the sum of the parts (Rene Descartes 1596-1650). But, that clearly is not the end of the story, as the alphabet example demonstrates.

In explaining this idea relative to Model-Netics, we use an additional analogy -- that of the bicycle. In Cartesian terms, if you have a box with all the parts of a bicycle - you have a bicycle -- but most of us would not enjoy riding it. These parts become a bicycle only when they are put together in a particular way, and a real bicycle emerges. This is an example of how the "whole" is defined in system theory - the whole is determined by the relationship between the parts (and not just the sum of the parts).

The difference between these two definitions of the whole is important in thinking about Model-Netics. Model-Netics is not simply 151 models, rather it is the total of all the possible relationships or combinations between the 151 models. Yes, it's a generative system -- a cornucopia for problem solvers -- that keeps on giving, and where it stops is limited only by your control of the models.

HSH

Harold S. Hook is the Founder and President of Main Event Management Corporation and the creator of Model-Netics.

What is a Cornucopia? It is from Latin mythology, the horn that Hercules broke off when he conquered Achelous, the river god, who had taken the form of a bull for the fight. It is called the Horn of Plenty because it was magically always full of fruits and flowers.

The Compass

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Model-Netics: Transcending Organizational Boundaries

Examining a cross-section of organizations under a microscope will reveal that they are more alike than different. They might be unique with regard to their products, services and customers, but their underlying management systems face comparable issues and obstacles. For example, it is highly likely that an inner city school system and a corporate auditing department both seek quality "can and will" employees. Identifying the right people is key to running an operation smoothly—in any setting. It is also probable that a large nationwide health care organization and a coastal community police department find that they must manage change effectively in their fluid environments. These issues and others, such as delegation, planning, and leadership, are universal management concerns.

An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.

Jack Welch, Former CEO & Chairman of General Electric

Since its inception, Model-Netics has come to be used in organizations of all types and sizes in multiple countries around the world. Although its development took place in a corporate environment, Model-Netics has



evolved into a universal tool that works well in any setting in that it transcends industry related lingo and limitations. It is uniquely designed as a set of common sense heuristics that serve as templates for management diagnosis and action in any organizational environment. Due to the usefulness of Model-Netics against any organizational backdrop, satisfied clients have become the biggest program supporters and proponents.

Take, for example, the case of Tony Batman, CEO and co-founder of 1st Global, Inc., a diversified financial services firm that is the

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The number in parenthesis after a name refers to the individual's Model-Netics Associate Number.

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business development partner to tax, accounting and legal professionals across the country.


Model-Netics is simple basic truths about management and, for that matter, about daily life choices.

*Russ Thomas, Chief of Police
Fort Bragg Police Department
Fort Bragg, California*

As part of his efforts, Tony carries in his toolbox the concepts he has learned from Model-Netics. "I was personally introduced to Model-Netics in 1996 ... and [it] allows me to efficiently crystallize a thought, describe a problem, and define a solution. I think Model-Netics creates enlightened thinking among those people who want to be more effective in management and leadership." In fact, Tony has been quick to share his enthusiasm about Model-Netics with others. As a result of his confidence in the program, he has recommended it not only to associates in the financial services industry, but also to our future leaders in that area.

In 2002, Tony, an alumnus of Kansas University, made the decision to underwrite the cost of bringing Model-Netics training to senior accounting students at KU as a Professional Development and Leadership course. Tony felt the Business School could offer a caliber of training to graduating students that would prove relevant in their future business endeavors. "I absolutely believe that it [Model-Netics] makes the students more



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marketable, and when they get their first employment opportunity, it makes them a lot more effective. They will be higher achievers than their peers who don't have this type of education."

A recent student agreed, "I feel like I have an edge over the student I was before I took the class. This is definitely a tool I plan on using throughout my career."

To assist with the challenges associated with the financial services profession, or any other profession, one can find a plethora of industry specific assistance readily available--training offers from the web,

trade magazines, professional associations, etc... However, many organizations have chosen to invest in a management tool intended to

A lot of stuff in the market is good theory. But, you have to use Model-Netics to take action. I have not seen anything nearly as comprehensive as Model-Netics.

*Leon Drennan, President
HCA Physician Services
Brentwood, Tennessee*

accommodate their common needs for standardization, efficiency, and clarity, given their distinct goals and environment. This tool of choice is Model-Netics.

Here are the correct matches for last issue's "Model Challenge".

1. (C) 2. (B) 3. (A) 4. (E) 5. (D)

For more information on how Model-Netics can help your organization, please contact us at (713)-831-8605 or visit www.maineventmanagement.com

March 2005 Model-Netics Instructor Training Program (ITP)

The Model-Netics Instructor Training Program (ITP) was held in Houston, Texas on March 7-9, 2005. Instructor candidates participating in Parts I and III of the March ITP represented the following sponsoring organizations:

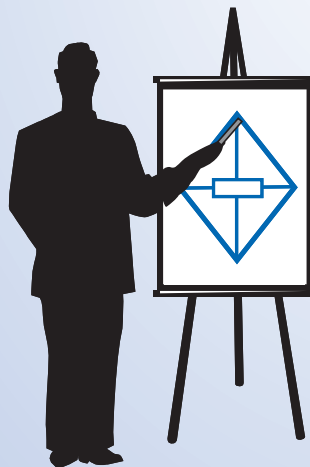
- All About Staffing
- American General Financial Services
- City of Bellaire
- Electric Energy, Inc.
- First Priority of America, Inc.
- HCA
- Houston Community College
- Houston Independent School District
- Industrial Alliance Pacific Insurance
- Jack Henry & Associates, Inc.
- University of Missouri-Columbia
- West Asset Management

Graduation Luncheon Guests included the following:

- Kim Andrews (2693), Rice University
- Daniel George (2445), Manhattan Insurance Group
- Tom Hook (1774)
- Johanna Lockhart (2402), Houston Independent School District
- Susan Roeder (2527), Hilcorp Energy Corporation
- Bernie Satterwhite (2714), City of Bellaire

Brad McLean, Part I Speaker **Director of Operations** **American General Financial Services (AGFS)**

Brad serves as Director of Operations at AGFS, a member of American International Group, Inc. which provides loans, retail financing, and other credit related products. He is based in Nashville, Tennessee and oversees 40 offices in five districts.



Brad opened his comments to the ITP audience with humorous stories about growing up on a cattle ranch in Idaho and having held the NCAA record for a pitcher who gave up the most back-to-back homeruns on consecutive pitches.

He discussed his employment of the models during his tenure at AGFS. Earlier in his career, Brad was transferred to Florida to make improvements in an office with sub par performance. He explained in his speech that a crucial

factor in turning that operation around was the use of ceremonialization in a sales contest, as recommended in the Change Diamond. This approach marked a turning point in performance for the office. According to Brad, it was "the first time they were able to make a positive move forward in about two to three years."

Brad reflected that throughout his career, he has come to realize how he could follow the general rules of the models to address management issues successfully. He summarized with a statement about the staying power of the Model-Netics program, "I had Model-Netics about 20 years ago, and it's surprising how much of it has stuck with me over that time period."

Jane Dembski (2776), Part III Speaker **Director of Parks and Recreation** **City of Bellaire**

Jane serves as the Director of Parks and Recreation for the City of Bellaire, a city with a population of over 15,000 located in the Houston metropolitan area. The Parks and Recreation Department serves to enhance the health, safety and welfare of the residents of Bellaire by providing quality services, programs and facilities.

Tell me and I'll forget;
show me and I may remember;
involve me and I'll understand.
 --Chinese Proverb

In her comments, Jane addressed how the models had affected her personally as well as the impact the program has had on her organization. The City of Bellaire installed Model-Netics with their City Manager, Bernie Satterwhite leading the charge. Jane, who was introduced to Model-Netics in a course taught by Bernie, knew that the best way to enhance her use of the models would be to become an instructor. She noted the impression the models have made on her students. "I started my class and everybody is starting to talk about it. I know my staff is starting to use the models. I've taught some of them just so we can get more organized."

Jane mentioned that the model which has had the greatest effect on her is the Seven Ports of Life. She remarked that, before Model-Netics, some of her ports were being neglected -- most notably in the areas of recreation and health. Now, while she is busier than ever, she jogs each morning while listening to a CD player to dedicate more time to these ports. She even listens to her Model-Netics instructor CDs on her runs for self-development purposes. Now that's multi-porting!

Jane has observed that the level of involvement on behalf of the city's CEO in the Model-Netics installation has impacted staff enthusiasm and success of the program. "We have an excellent group, and they are excited about what's going on. The word is out and the staff is ready to get on board!"

For more information regarding the
Model-Netics Instructor Training Program
 Please contact us at 713-831-8605 or
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Send Us Your Ideas!

If you have suggestions or comments on how *The Compass* could be more useful or would like to suggest a topic, please let us know. Contact us at instructors@maineventmanagement.com.

TRAINING EVENT SERVICE **directory**

Scheduled Events	<i>Model-Netics Instructor Training Program</i>	<i>Model-Netics Recertification Seminar</i>
	June 6-8, 2005	June 9-10, 2005
	September 14-16, 2005	September 19-20, 2005
	December 5-7, 2005	December 8-9, 2005
Houston, TX		
Programs and Services	<i>Structured Writing Program</i>	<i>Model-Netics Basic Course Computer-Based Training (CBT)</i>
	Provides knowledge and skill needed to produce reader-based documentation.	The Model-Netics program in a multimedia interactive computer-based version. 30 hours of instruction on eight CD-ROMS.
	<i>Desk Manual Program</i>	<i>Performance Planning System</i>
	Provides a standardized methodology for developing and maintaining detailed job documentation by individual job holders.	Provides a standardized methodology for developing and monitoring the performance plan for an organization.

The Instructor Training Program can also be conducted at selected client sites. (Minimum enrollment required.) Locations for Programs and Services can vary based on client needs. Please contact Main Event Management Corporation at 713-831-8605 for further information.