



## CEO: Chief Evolutionary Officer: Leaders Mapping the Future

*SusanB Gault Sue's professional experience has been with Digital as group manager in information design. She began her career as a technical writer for a software engineering group at Honeywell and joined Digital as a documentation writer. She moved into being Publications Manager for the VMS/VAX group before becoming Business Manager for the IDC Group of 850 employees worldwide., AugustT Jaccaci For the past 18 years August has been teaching social architecture and visioning to US and foreign corporations including Pillsbury AT & T PW Minor Chase Manhattan Bank J.C.Penny Polaroid Vermont Agency of Human Services Arthur Anderson Xerox Volunteer Hospital Association of America Toronto Dominion Bank Northern Telecom Canada IMD Credit Suisse and British Petroleum. Prior to that he was a teacher and coach admissions officer at Harvard College and Rhode Island School of Desig*

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This book is about evolutionary leadership and collaborating to create the future of business. Jaccaci is respected as a futurist and a social architect and who presently works with leaders who want to create the most ideal futures for their enterprises. Gault comes out of Digital's Engineering and Software Division where she was a group manager in information design and consulting. Together, they've created a model called "Metamatrix" to create a domain map as a creative vision based based on the dynamics of transformative growth.

This is a call to leaders to evolve their enterprises in a way that serves life and uses nature's successful growth patterns. The authors assert that doing so is a path to abundant social and financial profits. They teach the reader how to map a domain of business, predict the future of that domain and plan for the enterprise's evolutionary success in that domain and beyond.

The book gives the reader a clear view of a future ideal and teaches the creative thinking and evolutionary dynamics needed to practically move into action. Unique in that it tells leaders how to create a vision of their own making. It is an entire system of insights and tools.

CEO is a book whose purpose is to inspire leaders in all capacities to undertake responsibility for designing conscious evolution of for-profit and non-profit enterprises and communities of all kinds. It provides the rationale and philosophy supporting our call to conscious evolution and it provides a vision of the future that can be collectively created. The rationale and philosophy are based in Social Architecture. Social Architecture uses natural order and general periodicity as models for the planning of human fulfillment. In applying the principles of natural order and general periodicity to growth and learning, August Jaccaci discovered the METAMATRIX Map for visualizing and charting transformative growth. The generic METAMATRIX Map and examples of its application provide the basis for planning conscious evolution throughout the book.

On the concrete side, CEO tells how you can grow and evolve your enterprise , including businesses, in a way that is both profitable and Earth-friendly. The METAMATRIX Domain Mapping application helps you scope out the activity of a whole domain or industry and plan for a leadership role in that domain. Using the Domain Mapping process, Chief Evolutionary Officers and all leaders can create an ideal vision of the future for their enterprise and map their way to that future.

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