



Education, A Global Need

Marroco Mega Learning© Software,
A global solution

Needs .

General Considerations:

FOR OVER 50 YEARS UNESCO HAS PROCLAIMED THE NEED FOR A NEW EDUCATION FOR THE 21ST. CENTURY

Finally during education summits in Jontiem 1990 and Dakar 2000, 164 Countries Committed to implement the new Education by 2015.

In the USA, The Partnership for 21st century Skills was formed in 2002 with a similar purpose.

Considerations...



- Final agreements of both events are currently undersigned by some 190 countries.
- In the year 2005, results continue to be unsatisfactory .

Conclusions

1. **There is an urgent need to find practical solutions towards improving quality of education**
2. **And to implement such solutions.**

Proposed Solutions

- **World Education Summits, established the fundamental guidelines for development and execution of the relative tasks to improve the quality of education .**

UNESCO, OECD, OAS and The Partnership for 21st. Century Skills agree on the key competences that must be developed for sustained development and social cohesion: Knowledge, Skills, Attitudes and Values

The United States ...

- Estimates an investment of some \$ 4.000 millions for research conducive to find solutions to the problem of educational quality .
- These investigations would be carried out along the next 5 years, according to the “Partnership for 21st century skills’ report.

Marroco's contribution

Marroco discovered, through 21 years (1969-1990) of academic field research and development, **how** to facilitate the generic capabilities of human beings, fundamental core to learning the “key competencies”:

1. Knowledge (intellectual area)
2. Skills (physical area)
3. Attitudes (emotional area)
4. Values (social area)

Marroco found that:

Key competencies ...

Can be mastered by developing
the generic capabilities of
individuals:

Reflexion

Intuition

Perception

Innovation

Creativity and others...

Educational Products

- **Quality Learning Assessment©**
- **Marroco Significant Learning©**

Quality Learning Assessment© Software ...

- Fully complies with the recommendations of UNESCO, OECD, OAS and The Partnership for 21st. Century Skills.
- Through 21 years of demanding field research work, Dr. Marroco found how to incorporate the generic capabilities, key to learning the key competences, ***into every curriculum subject.***
- Furthermore, she discovered how to assess them.

Quality Learning Assessment © Permits:

- **The Evaluation of the learning quality of the new education.**
- **The evaluations of generic capacities, fundamental requirement to develop and measure key competences and “core” knowledge of students and adults.**
- **These, as mentioned earlier, are considered a global priority by the institutions mentioned above.**

Quality Learning Assessment© ...

- Evaluates the new manner of working of all school agents (principal, area heads, counselors, teachers-facilitators, students and parents) in their tasks, not as persons; according to the needs of the 21st. century
- Education must focus on students guided by a facilitator of intellectual, emotional, and social-ethical experiences; based on equal opportunities, respect for the differences and the fundamental human rights. Furthermore, the school should be accountable to its community, according to Dakar Report UNESCO.

MSL ©

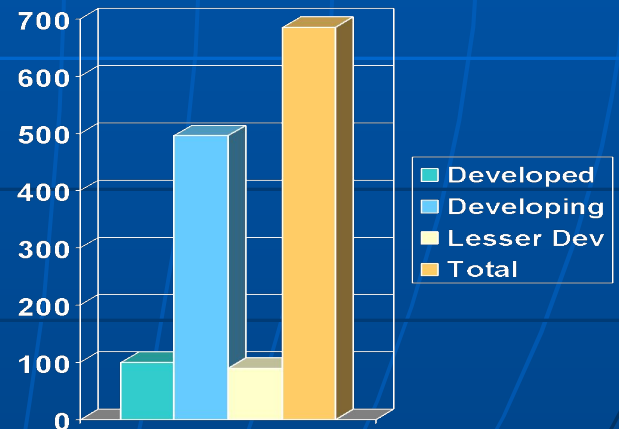
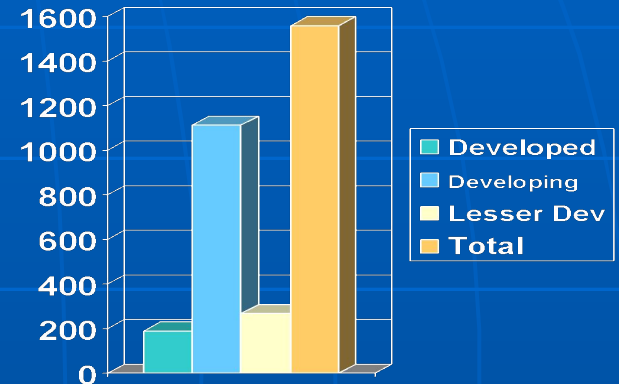
- **It is the effective result in learning, after 21 years of field research and development work.**
*When learning becomes significant,
Knowledge becomes productive.*

MSL ©

- It Optimizes learning of any subject because it is focused on the commitment of learners to apply what they learn.
- Therefore, formal education, instruction, and training all benefit as “life long education” from the features of MSL © thereby increasing levels of efficiency.

The World Market...

- Is represented by 1.570 million young men and women 5 to 17 years according to official figures (<http://esa.un.org/unpp/index.asp?panel=2>) However, UNESCO estimates that some 100 million will never attend school. Consequently, the market considered is 1.470 million.
- Additionally, there is another sector of young men and women of 18 to 23 years old, that amount to some 688 million.



Suggested prices

SCENARIO I. EVERYONE FROM 5 TO 23 YEARS OLD PAYS \$ 1/MONTHX10 MONTHS (ONE SCHOOL YEAR).

	5 TO 17	18 TO 23	TOTAL	SALE PRICE/YR	SALES/YEAR IN \$ MM		ROYALTIES 5% \$ MM
USA (*)	55	60	115	\$10		\$1,150.00	\$57.50
OECD (*)	133.5	40	173.5	\$10		\$1,735.00	\$86.75
DEVELOPING COUNTRIES	1114.5	496	1610.5	\$10		\$16,105.00	\$805.25
LESSER DEVELOPED COUNTRIES	167	90	257	\$10		\$2,570.00	\$128.50
TOTAL	1470	686	2156	\$10		\$21,560.00	\$1,078.00

Suggested prices

SCENARIO II. USA AND OECD COUNTRIES PAY 1% OF ANNUAL EXPENDITURE PER STUDENT PER YEAR

	5 TO 17	18 TO 23	TOTAL	SALE PRICE/YR	SALES/YEAR IN \$ MM		ROYALTIES 5% \$ MM
USA	55	60	115	\$90		\$10,350.00	\$517.50
OECD	133.5	40	173.5	\$60		\$10,410.00	\$520.50
DEVELOPING COUNTRIES	1114.5	496	1610.5	\$5		\$8,052.50	\$402.63
LESSER DEVELOPED COUNTRIES	167	90	257	FREE		\$0.00	\$0.00
TOTAL	1470	686	2156			\$28,812.50	\$1,440.63

Suggested prices

SCENARIO III. USA AND OECD COUNTRIES PAY 1% OF ANNUAL EXPENDITURE PER STUDENT PER YEAR

	5 TO 17	18 TO 23	TOTAL	SALE PRICE/YR	SALES/YEAR IN \$ MM	ROYALTIES 5% \$ MM
USA	55	60	115	\$90	\$10,350.00	\$517.50
OECD	133.5	40	173.5	\$60	\$10,410.00	\$520.50
DEVELOPING COUNTRIES	1114.5	496	1610.5	FREE	\$0.00	\$0.00
LESSER DEVELOPED COUNTRIES	167	90	257	FREE	\$0.00	\$0.00
TOTAL	1470	686	2156		\$20,760.00	\$1,038.00

(*)Estimated values. Statistics show that there are 100 million persons 18 to 23 years old in developed countries.

Organizational Products

- Organization's Dynamic Evaluation© ODE©
- Value Added Map© VAM©
- Profitability Effective Control© PEC©

Organization's Dynamic Evaluation© ODE©

In today's dynamic reality, organizational assessments should not be punctual, monthly, quarterly, or yearly; it must be continuous to cope fast with continuous and unexpected changes.

Therefore, it is imperative, to monitor the movement of the process , rather than just the beginning or the end because these are subject to temporary influences.

What do you obtain when you apply ODE©?

You construct a valuable document with relevant information pertaining to your own organization regarding the following:

- The nature of the difficulties (Processes, Technology or People, or any combination thereof) to reach your goals.
- Weaknesses and/or situations that impair performance and productive management to achieve your goals.
- A graphic document showing weaknesses, obstacles, limiting factors and dynamic situations that must be reviewed constantly; whether processes, technologies and mainly, personnel the fundamental asset of any organization. **Only tasks are evaluated i.e.; what people do, not what they are.**
- Performance Indicators. These are numbers directly related to weaknesses, and their nature thus they accurately assess precisely the performance of the organization.

The board of directors and managers of any organization need a global vision of the structure they manage, to determine core processes, standardize activities based on best practices, reproduce them and improve them constantly. There are answers available built for technological solutions and managerial methodologies of partial scope: (Financial, Logistic, Quality, Clients, etc.).

Map: Graphical representation of the distribution of elements in a surface giving information related a determined structure.

Value: Degree of usefulness or capacity of things, to satisfy needs or provide well being.

- ❖ Do not have a real, updated knowledge of the tasks performed by the members of the team, they are assumed from the description of the position.
- ❖ There is not exhaustive precision about the degree of complexity of the day to day activities of the Organization.
- ❖ Individual, underlying and not explicit tasks are not considered, privileging those that people seem to do or those attributed to them in the process manuals.

**KNOW THE VALUE INSIDE
YOUR ORGANIZATION
AND THE NATURE OF
YOUR OBSTACLES.**

The present decision making process, whether reactive or proactive regardless of how advanced the technologies or processes used for their construction present the following limiting factors:

- ❖ They start from a departmental projection that tries to comprise the whole organization instead of going from a general vision to a departmental one.

- ❖ Deals with critical or problem situations with a vision disintegrated from the synergetic formula: Technology - Processes - Persons originating disperse efforts that do not develop core areas and do not generate learning.
- ❖ In summary, ignores the authentic cycle or flow of processes and contributions that condition the Value Chain of the Organization.

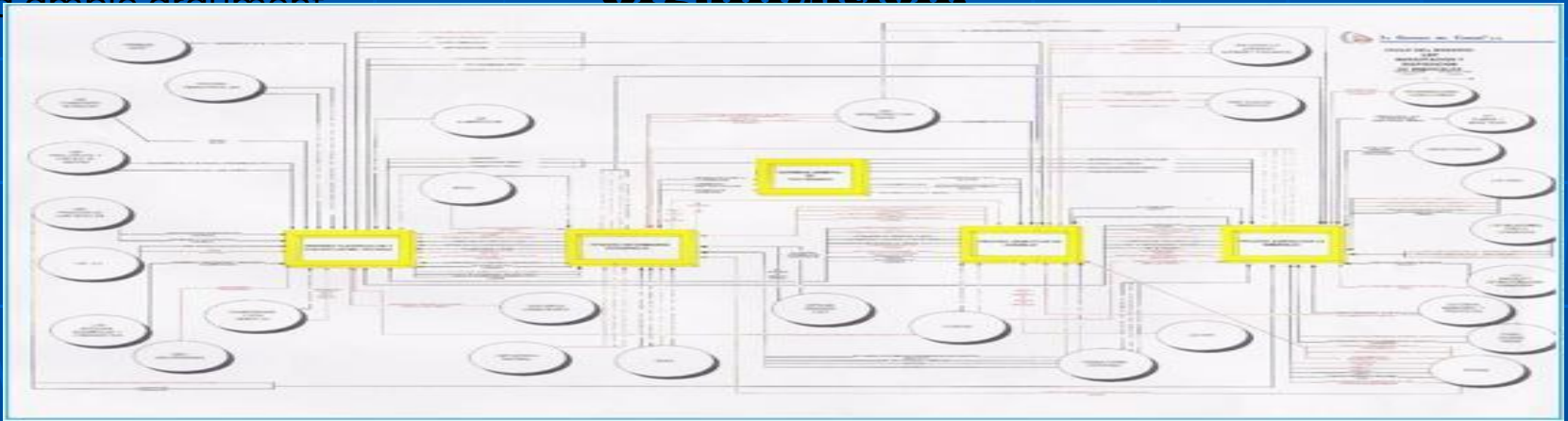
To make the decision making process more assertive, with a larger scope and a higher level of effectiveness is the challenge successfully undertaken by Iconlogic with the MVO solution (Map of Organizational Value). All individual, group and departmental tasks in processes, documents, data, meetings and other contents are graphically represented, completely interconnected with the rest of the organization while highlighting the favorable or sensitive condition of the gaps found at the time of data gathering.

Contributions of MVO®

- Permits to know and have present, at all times, the management and functioning of the organization as a whole.
- Serves as platform for the preparation of norms and procedures manuals that reflect the organizational reality.
- Identifies objectively the totality of tasks and processes, explicit or not, executed by individual and departmental entities.

• Provides a map representing the network of relations and interrelations manifested through the

- Cooperates in the creation of an uniform culture of work.
- Facilitates training of new personnel and reduces the time of training.
- Helps in the consolidation of an integrated and shared vision.
- Determines the origin of gaps and situations inherent to Human capital as well as synchronizes it with the factors of technology and Processes.
- Increases effectiveness in the assignment of resources.
- **MVO** represents graphically the living organism that is your Organization.
- Supports the decision making of the boards of directors and managers with a more structured and ample argument.



MVO © assumes the existence of documents in an Organization, such as updated organizational charts, formal or estimated budgets, management indicators or others to relate them to the corresponding entities. The previous factors added to individualized interviews shall feed two graphic representations that constitute the **MVO** © results: The management map (tasks) and functioning (departmental and interdepartmental relations).

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Attaining profitability in the Organization presents now a major challenge to Higher management. To achieve, maintain and cascade that condition is a complex task under the dynamics of the XXI century, those that achieve it must address the next two conditions: Growth and Distribution of the Quality of Life. Profitability must be present in the vision of all organizations as the primary condition in which the goods and services produced generate benefits or profits beyond the optimum level of the indicator.

Organization

Private: for profit.
Private: non profit.
Public: producer of goods.
Public: basic services.

Activities

Industry, commerce, banking, etc.
NGO, civil society, cooperatives, etc.
Oil, metals, manufacturing, etc.
Health , education, safety, etc.

Indicador Rentabilidad

% of achievement in relation to the objective.
Monetary + impact in corporate contribution.
Monetary + impact in corporate contribution.
% of achievement in relation to the objective (quality perception).

SOLVE THAT PROBLEM

Now, more than ever to be profitable is determined by the level of integral development of the Human Capital related in turn to the processes and technology it handles.

We can state with more than 80% certainty that the human factor is the source of internal obstacles and problems in the

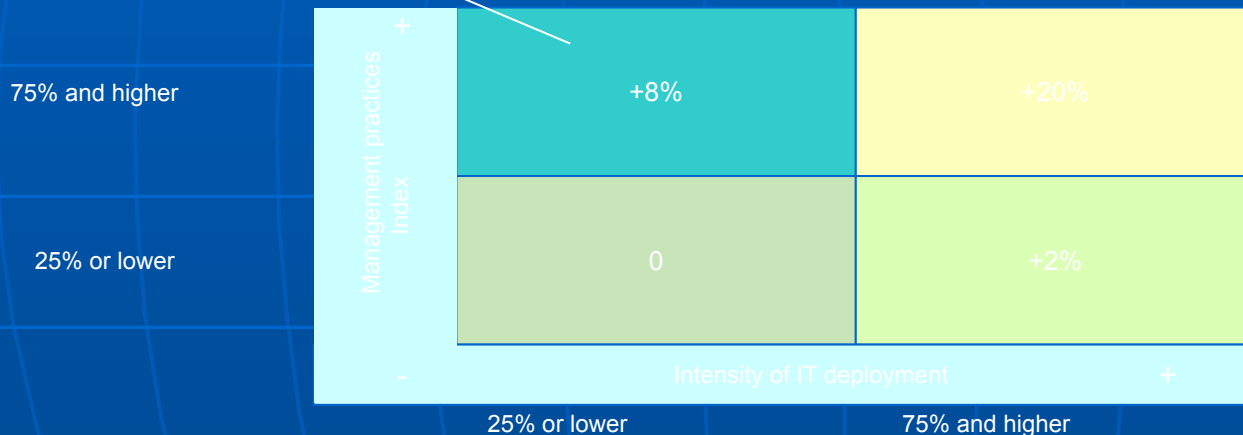
The chaotic surroundings, the information society, the economy of knowledge and the premises of sustainable development, all work against human performance, corporate directors all around the world do not have enough personal resources to solve the problems of today, beginning from the giant gap between the generation of information and the human capacity to process it.

The XXI century environment demands answers from the Human Capital, which cannot achieve an important degree of certainty since they are not documented, evaluated and systematized. (See McKinsey Chart of 20% maximum value)

The prestigious consulting firm McKinsey with more than 75 years of experience serving hundreds of global corporations (Fortune 1000) presents an interesting investigation about the impact of management practices and information technologies on the productivity level.

The improvement of Management Practices increases productivity, more than investing in IT

....but together they can produce a higher increase.



IT may increase the productivity of an Organization in more than 20% when accompanied by good management, but without it the increase would be only 2%.

The Mckinsey Quarterly Chart Focus Newsletter. June 2005

CER (Spanish acronym of Control and Evaluation of Profitability) represents an effective alternative for the solution of specific problems of the Organization having as focus: solutions generated from personal systematized, sustainable and measurable contributions.

Contributions to solve operational management problems.

- Allows the Organization to identify the source of the problems: management or directors and relates them to the level of development of some generic competencies.
- Specifies the area or department affected and the economic impact.
- Identifies the persons in charge of contributing solutions.
- Points out the objectives in the construction of the solution.
- Points out the deficiencies: (human, procedures and technological) that condition the problems and affect profitability.
- Recommends unique contributions based on twenty years of research in the education field and with percentages of achievement higher than 60%.

CER guides the Organization with precision in the solution of specific problems that affect Productivity, Competitiveness and in consequence Profitability.

Once the Organization decides to implement CER, starts a problem evaluation process affecting directly the level of achievement of the pre - established goals, indicating the relationships between personnel managerial skills, their development levels, the processes undertaken and the technologies employed and then incorporates contributions recommended by CER which will be related to a quantitative indicator serving as reference to measure the contribution impact.

The whole process is documented in a report that enriches the Knowledge of the Organization with special attention in the solution of problems and a quick and efficient decision making to solve critical situations of the same nature.

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