



### Quantum Business Insights with Olivia Parr-Rud

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**May 02nd 2014: Holonomics: A Holistic View of Our Economy with Simon and Maria Moraes Robinson**

Would you like to engage in a new mental operating system that allows you to make sense and truly comprehend the complex problems and issues you face today? In their groundbreaking book, *Holonomics: Business Where People and Planet Matter*, Simon and Maria describe our economy as more than the sum of its parts – it's actually a system of interacting parts. This requires us to move beyond our rational-logical way of seeing. To understand the whole system, we must leverage our subtle perceptions and intuition to reveal the underlying qualities and values that fuel the system. These qualities an

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### Featured Guests



#### Simon Robinson

Simon Robinson is an author and founder of Holonomics Education and Consulting, based in São Paulo, Brazil. He is co-author, along with Maria Moraes Robinson, of *Holonomics: Business Where People and Planet Matter*. Simon was co-founder of Genie Internet, the award-winning world's first mobile phone portal for the internet, where as Head of Music and Games he developed partnerships with global entertainment companies including MTV, EMI, Endemol and Big Brother. He began his career at BT Laboratories (British Telecom) in ergonomics and human factors, responsible for the user interfaces and the customer experience of fixed and mobile consumer products. In 1996 he became the Business Development

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#### Maria Moraes Robinson

Maria Moraes Robinson is an economist and consultant in strategy, change management and the Balanced Scorecard methodology. She started her career in 1994 in finance at BankBoston and Lloyd's Bank. As a business consultant she helped to introduce Kaplan and Norton's Balanced Scorecard methodology into Brazil across many sectors including telecoms, technology, petrochemicals, steel, energy, transportation and education. Her current work is focused on developing innovative new business courses which integrate the teachings and philosophy of Schumacher College, human values in education, and insights from complexity science with business strategy, change management, process and organizational r

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