



“What businesses now need more than ever before are managers who know how to create social architectures for openness.”

PRESS RELEASE

Warren Bennis

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Macroinnovation Associates, LLC Launches OPENNESS AUDIT™

First Corporate Transparency and Openness Audit™ of its Kind in the U.S.

WINDSOR, VT — Macroinnovation Associates, LLC announced today the launch of its Openness Audit™, an independent advisory service aimed at supporting the needs of ethics officers and other managers charged with enhancing corporate accountability, transparency, governance, learning, and sustainability. The Openness Audit™ is a management tool that profiles the policies and programs that drive information and knowledge processing in a firm, as well as their impacts on performance. Of particular importance to its scope is the manner and extent to which stakeholders in organizations have access to related organizational processes and outcomes. The Openness Audit™ is the product of five years’ research and development in the fields of Sustainability, Knowledge Management, and Business Ethics.

Macroinnovation’s president, Mark W. McElroy, characterized the Openness Audit™ as “the first service offering of its kind in the U.S., crafted in direct response to the post-Enron needs of businesses in the twenty-first century.” He added, “Ensuring integrity in the information and knowledge processing affairs of publicly-traded companies, in particular, has become an important *new fiduciary duty* for corporate directors, the fulfillment of which is uniquely supported by the Openness Audit™.” The Openness Audit™ is also designed for use in government and non-profit settings.

About Macroinnovation Associates

Macroinnovation Associates, LLC is a management consultancy formed in 2000. Its founder, Mark W. McElroy, is an ex-partner of the global audit and accounting firm, KPMG Peat Marwick, and a former senior manager at Price Waterhouse. He is also Board Chair Emeritus of the Sustainability Institute in Hartland, VT, and president of the Knowledge Management Consortium International.

Macroinnovation Associates holds title to the patent-pending Policy Synchronization Method, a management tool aimed at enhancing knowledge processing, organizational learning, and innovation. The Openness Audit™ is a commercial application of that method.

More information about Macroinnovation Associates, the Openness Audit™, related White Papers, and other service offerings of the company can be found at www.macroinnovation.com.