

THE FALCONDALE COLLECTION

The Falcondale Collection is a series of nine video tapes where Professor Stafford Beer initiates a small group into the world of systems and managerial cybernetics, including the Viable System Model and Team Syntegrity™ in conversation at the Falcondale Hotel, Lampeter North Wales.

In this informal and relaxed setting, Stafford introduces his ideas and recounts his life-long experiences to a group of participants. These participants were selected with little or no previous knowledge of systems and cybernetics, and were from all walks of life.

The videotapes encapsulate the experiences of both Stafford and the participants as they demystify the science of managerial Cybernetics.

There have been several unsuccessful attempts to capture Stafford in action. This unique limited edition is the result of a successful event embodying the very principles Stafford advocates; holism, communication, synergy, etc.

The conversations cover art, science and philosophy on the one hand, and practical applications in society, government, community, management and business on the other. The relaxed setting provided natural flow of discussion, gave opportunities to review and explore ideas in context unlike conventional lectures.

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| Tape 1 | The History and Origins of Cybernetics: Part 1 |
| Tape 2 | The History and Origins of Cybernetics: Part 2 |
| Tape 3 | Complexity and the Measure of Variety |
| Tape 4 | Homeostasis and Viability |
| Tape 5 | The Elemental Organisational Unit |
| Tape 6 | The Horizontal & Vertical Variety Balance |
| Tape 7 | The Viable System Model: 'The Inside & Now' |
| Tape 8 | The Viable System Model: 'The Outside & Then' |
| Tape 9 | Syntegration |

OTHER PRODUCTS

Festschrift for Stafford Beer- 70th Birthday Celebrations

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| Video Tape 1 | Presentation of Honorary Fellowship: Day 1 |
| Video Tape 2 | Plenary Session for Syntegration: Day 2 |

(This product is also available on 4 Audio Tapes)

Requiem

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| Video Tape | Requiem: A Meditation by Stafford Beer - A personal tour by Vanilla Beer |
| Video Tape | A collection of paintings by Stafford Beer |
| Video Tape | Opening celebration of JMU |

The Will of the People

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| Video Tape | Lindsey Sutcliffe Memorial Lecture (Middlesex Polytechnic) |
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Designing Freedom

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| Video Tape | Six radio broadcasts given in the autumn of 1973 as the thirteenth series of Massey lectures |
| Audio Tapes | which were established in 1961 by the Canadian Broadcasting Corporation to enable distinguished authorities in fields of general interest and importance to present the results of original study or research. |

Stafford Beer MasterClass

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| Video Tape | Michael Ben-Eli, as a practitioner, covers the use of Stafford Beer's thinking within his consulting experience. |
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“All my successful consulting has been to do with things that the person asking me the question has not even considered, because they are immersed in reverberations of this complex system.”

“Specific attention is given to the distinctive quality of interdisciplinary thinking, to the concept of intrinsic regulation as the whole essence of cybernetics and the answer to why so many social systems fail.”

“He tells the story of how it all began by relating extraordinary stories about extraordinary people. This very personal account conveys the excitement that surrounded the origins of the subject starting with the first informal collaborations in Mexico City in 1943.”

Stafford Beer describes the consequences of using low variety models to deal with highly complex situations. This leads on to Ashby's Law of Requisite Variety and an explanation of why so many management techniques fail to recognise what the system is and have inappropriate measures.

The Invention of Team Syntegrity was influenced in part by the work of Buckminster Fuller, who formulated the idea that everything in nature exists in a balance between the forces of compression and tension. Fuller's comment to Stafford that all systems are polyhedra, and his invention of the geodesic dome based on the structure of the icosahedron, encouraged Stafford to consider polyhedral structures as the basis for a model of how groups can achieve synergy.

ORDER FORM

Whilst other products are being produced to commercial standard, **The Falcondale Tapes** are available to buy now. To place your order, simply complete the form below and return to:
 JMU Services Limited at Liverpool Business School, John Moores University,
 98 Mount Pleasant, Liverpool, L3 5UZ, UK.

| Description | Product Code | Price | Format | |
|---|--------------|-------|--------------------------|--------------------------|
| | | | UK PAL | Other NTSC |
| The Falcondale Collection (series of 9 video tapes and transcripts) | VXFA011 | £600 | <input type="checkbox"/> | <input type="checkbox"/> |
| Tape 1: The History & Origins: Part 1 | VXFA001 | £ 80 | <input type="checkbox"/> | <input type="checkbox"/> |
| Tape 2: The History & Origins: Part 2 | VXFA002 | £ 80 | <input type="checkbox"/> | <input type="checkbox"/> |
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| Tape 8: The Viable System Model: 'The Outside & Then' | VXFA008 | £ 80 | <input type="checkbox"/> | <input type="checkbox"/> |
| Tape 9: Syntegration | VXFA009 | £ 80 | <input type="checkbox"/> | <input type="checkbox"/> |
| Transcripts (Full Set) | TXFA011 | £ 50 | <input type="checkbox"/> | |

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THE STAFFORD BEER TAPES

“Managerial Cybernetics continues to be the only available scientific and coherent account of effective managerial practice, and Stafford provides numerous anecdotes, applications and insights from the perspective of practitioner, manager and scientist.”