



David P Jacobs BSc, MBCS, BVMS Professional Profile

David is an optimiser. He's been developing newer, better ways of doing things for over 40 years, helping to make us more effective, efficient, productive and a bit less tautological in spite of the undoubted value in some deliberate semantic overlap! David aims for us all to be more successful and satisfied with our lives, careers, mental health, personal resilience, ability to collaborate, and, especially, with our organisational/business IT projects! On the latter, David has run a 30-year research & development programme producing Business Value Maximisation Framework (BVMF®) that fills a crucial space left uncharted by other parts of the IT and so-called 'digital' transformation industry. In recent years many of the models and techniques David has developed as part of BVMF® have started to support improvements in wider aspects of thinking and decision making for all of us as human beings, workers and useful members of our social and work-related communities. Increasingly, David is using versions of these models and techniques in his coaching, mentoring, presentations and articles.

In a parallel career, David is qualified in contemporary performing arts, mainly as a stand-up comedian, rock musician/guitarist/band leader and part-time actor/director. Consequently, any presentation, performance or article writing David undertakes tends to be entertaining, colourful, fun and, in truth, if we're honest, a trifle *unpredictable*... in a good way! One of his favourite projects of late is to redefine rules and guidelines around the use of English for the modern world reconciling the old and new positions around grammar, spelling and punctuation, bringing to the fore some unwritten rules we need to get out in the open.

Some useful links are:

www.DavidPJacobs.co.uk is David's professional profile including his business/IT and contemporary performing arts CVs

www.Maximum-Value.co.uk leads to David's business IT R&D consultancy (MaxVal Consultancy Ltd)

www.DoitBetterConsortium.co.uk is the website of the high grade value-focused network of BVMF® trained consultants and licensed consultancies David has founded

[Riding The Storm of Scepticism and Apathy for Innovators, Entrepreneurs and Pioneers](#) is the first of a series of three articles published by Brainz Digital Magazine telling the story of David's entrepreneurial journey developing BVMF®. This is a link to David's other 'Riding The Storm' articles (Parts II and III) and an exclusive interview [Read more from David!](#)