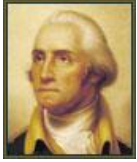


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## **Organizational Cybernetics -- the Next Stage**

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Metaphorum was established to continue the work of Stafford Beer, the founder of managerial cybernetics. It is based in the UK and Ireland but involves participants from six continents.

In this paper I will set out the principle features of the deliberations of Metaphorum to date, one of which is that Beer's work has been rediscovered as cybernetics of identity. As identities are the very stuff of social life, this understanding allows a major breakthrough in terms of the application of his work and cybernetics to the social sciences and sociology, specifically under the auspices of the cybernetic formulation of governance, an issue that Beer addressed later in his career.

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