

Welcome ...

[Click here to download an online version of the Bulletin](#)

Back in 1937 Mass Observation was founded to study the everyday lives of ordinary people in Britain with the aim of creating an 'anthropology of ourselves'. A panel of volunteers recorded their daily observations of life around them, and the project has subsequently become well known through its activities in the Second World War. The project faltered in the 1950s but was revived in 1981 and continues even now.

We don't yet know how the history of the current unprecedented times will be written, but there are already a host of commentaries and bulletins on the impact of the COVID-19 virus and, more particularly, the measures taken to contain and treat it.

For our part, we are capturing the personal experience of management consultants using a Mass Observation approach. Towards the end of the year we hope to publish a digest of the reflections of a panel of management consultants in respect of the work they are doing, the challenges facing their clients, and their thoughts particularly on the 'new normal' that might emerge – or has already emerged. We are calling this initiative [Project Moneta](#), after the Roman goddess of memory

Elsewhere in this edition, we make some recommendations on what to read and watch in '[In Brief](#)' and draw your attention to the addition of material from the [City Values Forum](#) to the Knowledge Bank on our web site. Starting with this month's Bulletin, we will also share a couple of interesting posts from our LinkedIn page in the '[From our LinkedIn page](#)' section. In addition, we publish the [commentary on the Ethical Dilemma](#) that appeared in our May Newsletter.

The feedback from our Showcase series of seminars, which aim to share leading edge thinking, has regularly shown that the face to face interaction and debate is highly valued by those who attend. We've been reluctant to substitute this with a webinar approach, but frankly we now think that we cannot schedule any face to face events with any confidence before the end of this year. We will therefore be running [a programme of online events](#) starting next month.

Calvert Markham  
Director

*The Centre for Management Consulting is founded by*



*The Worshipful Company  
of Management Consultants*