


New 2015 - this content is now part of:

- Project NEMO (New/Next Economic Model) <http://project-nemo.org>
- INSEDE (Institute for Sustainable Economic Development) <https://insede.org>
- Business Engineering Systems (MindWare, Basics, Structures) <https://bengin.net/bes/>

You are welcome to take advantage of progress, support us and be part of this voyage of discoveries.

INSEDE

Another view of an enterprise



You can manage what you can't measure.
That's your daily business.

May be your administrators can't (in your sense).
That's one of the reasons why you should
introduce measures for the unmeasurable.

Peter Bretscher
6. August 2003

Agenda

1.

**Structuring
the elements
of an
enterprise.**

2.

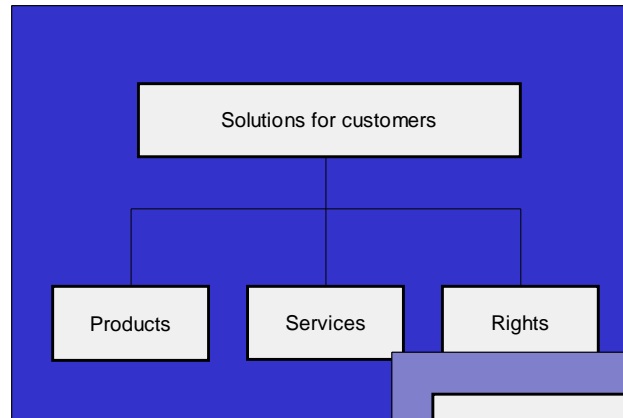
**Quantifying
means.**

3.

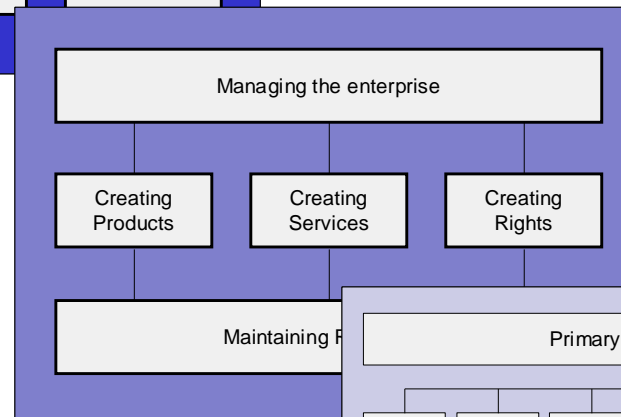
And now?

Structuring the elements of an enterprise

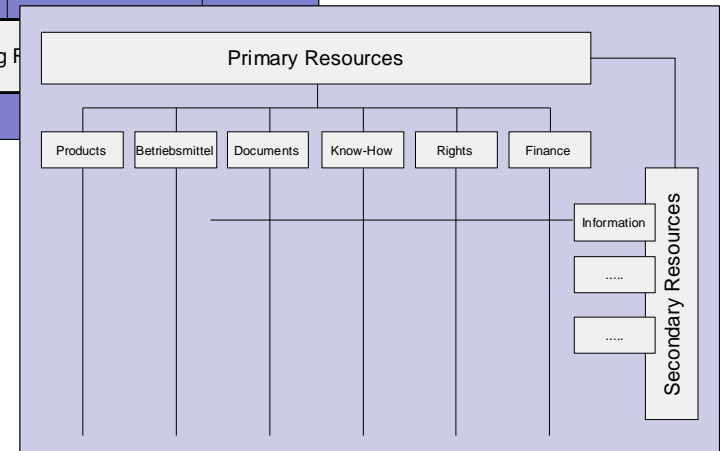
1. Offerings



2. Processes

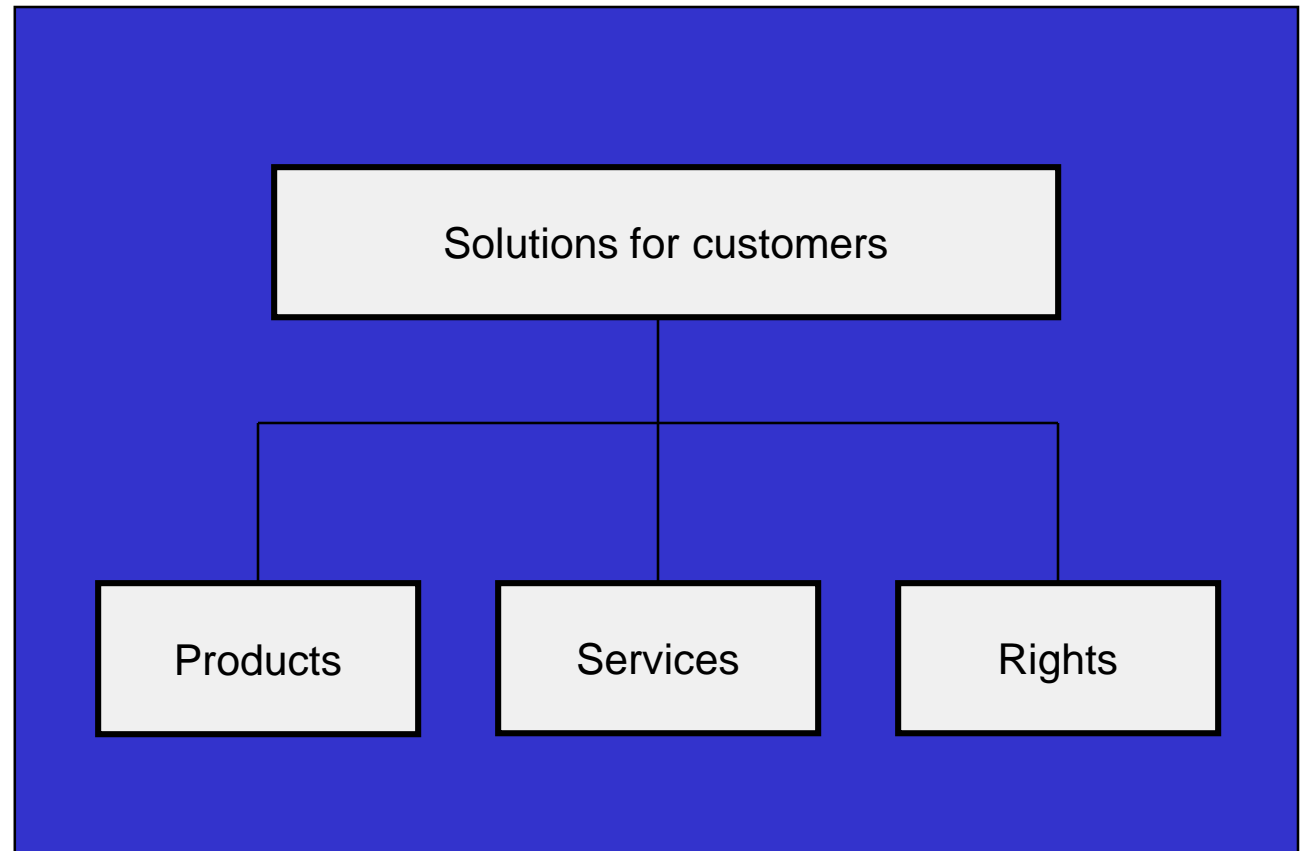


3. Resources



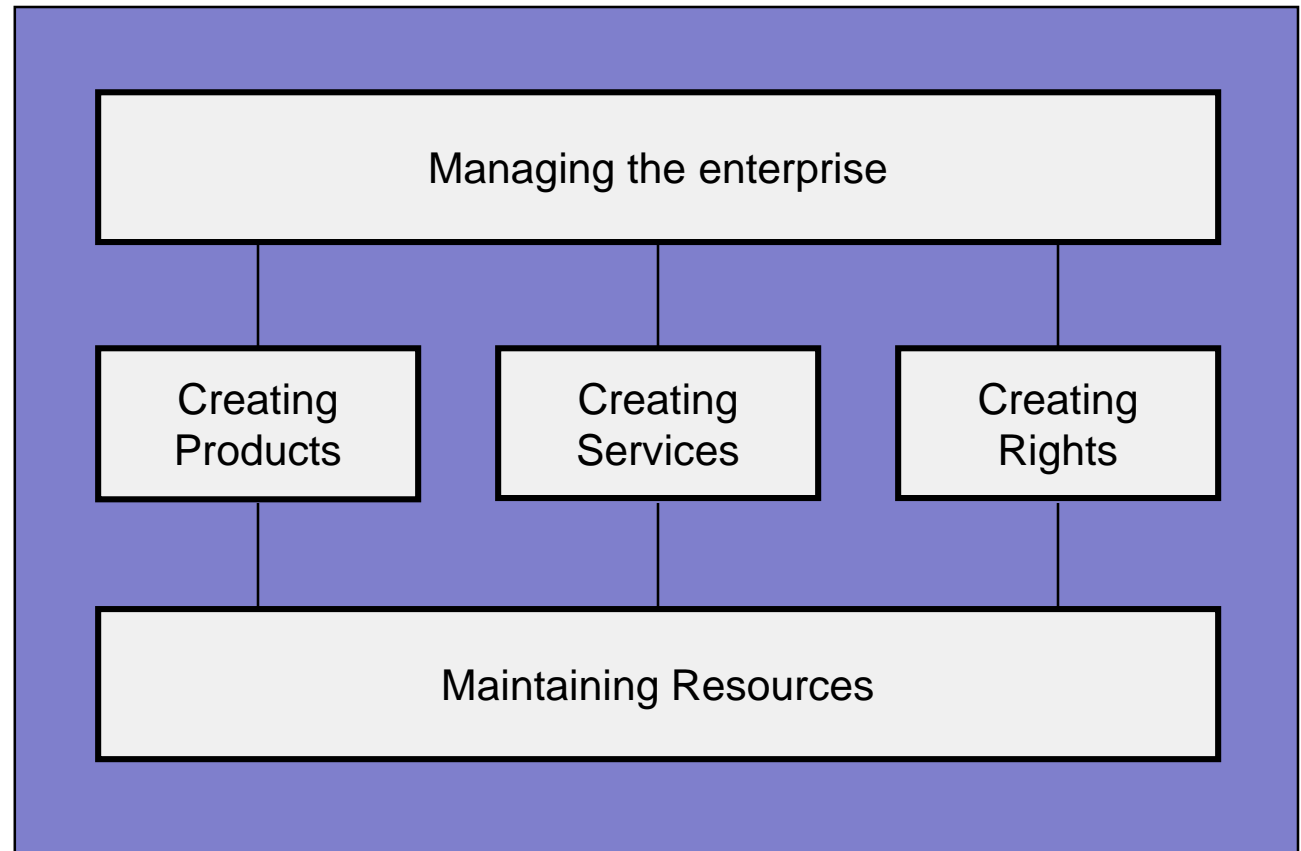
Structuring the elements of an enterprise

1. Offerings



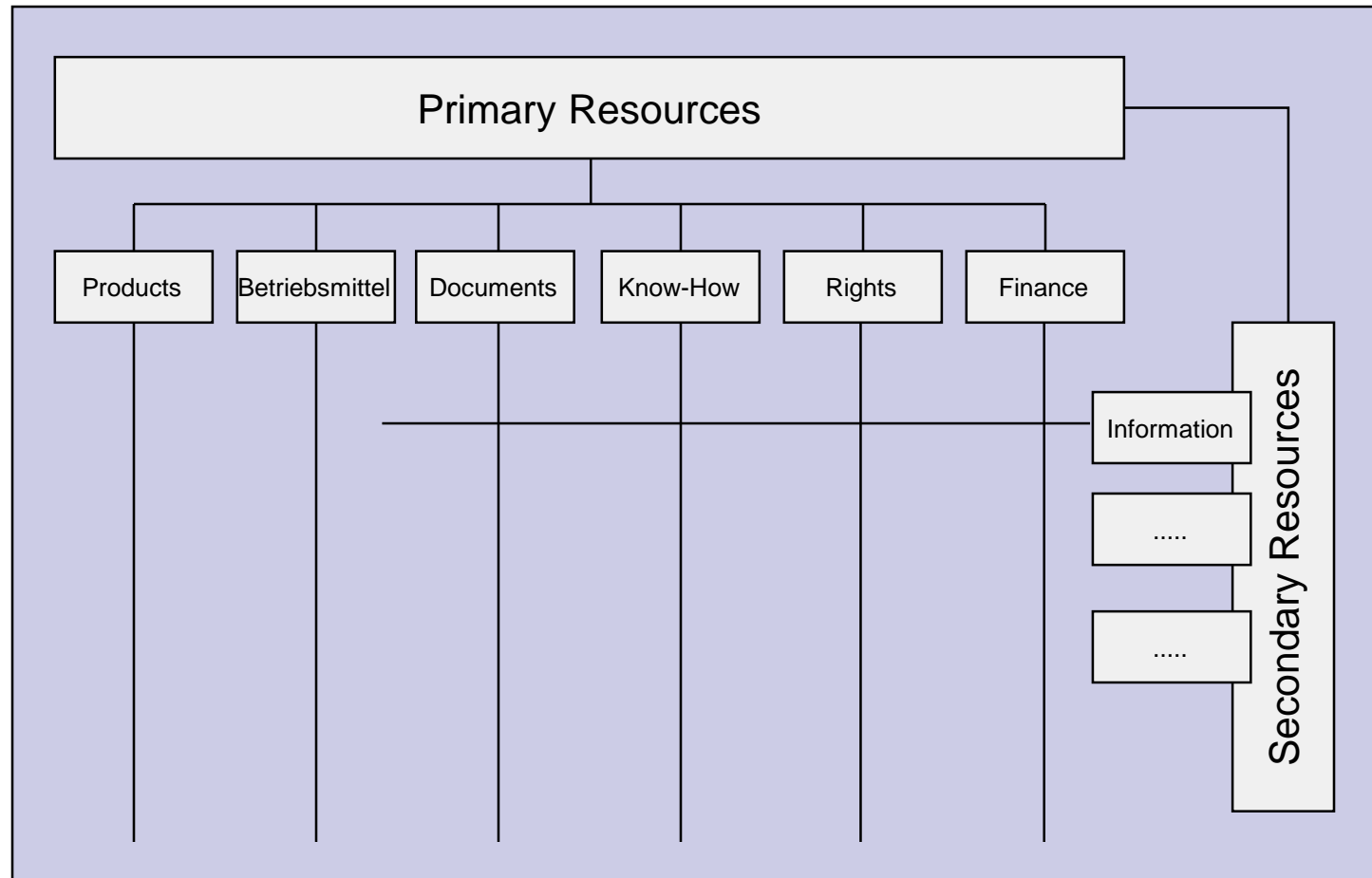
Structuring the elements of an enterprise

2. Processes



Structuring the elements of an enterprise

3. Resources



Applications

1.

**Structuring
the elements
of an
enterprise.**

2.

**Quantifying
means.**

3.

And now?

Quantifying means

About objects:

- a) Tangible objects.
- b) Intangible objects.

About metrics:

- a) Subjective metrics
References to subjective impressions.
- b) Relative metrics
refereces to a nonagreed numerical base.
- c) Absolute metrics
relation to an agreed numerical standard.

Absolute metrics are metrics with an agreed/normed standard from a Standardization Organization.
Before they became "agreed absolute metrics" they were nonagreed relative metrics.

Quantifying means

Absolute metrics are metrics with an agreed/normed Standard from a Standardisation Organization. Before they became agreed absolute metrics they were nonagreed relative metrics.A

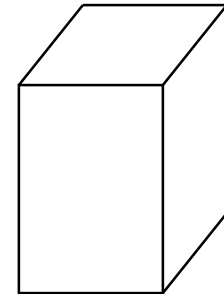
Objects, metrics, numbers and units					
Generic, geometric			linear	2-Dimensions	3-Dimensions
	Scalar, points		#	#, #	#, #, #
	Relations, division		%, a/b		
	Square		c	a x b	
	Volume		d		a x b x c
	Vector			a, b	a, b, c
Physical items, objects	Temperature		°C		
	Lengths		m		
	Area		m ²	a x b	
	Work		mkp	m x kp	
	Energy		cal		
	Volume		m ³		a x b x c
	Velocity		m/s	m/s, direction	
	Force		kp	kp, direction	
	Mass		kg		
	Electricity		A		
	Radioactivity		curie		
	Color				r, g, b
Business items, objects	Money		\$		
	Turnover		\$		
	Employees		#		
	Earnings		\$		
	Cost		\$		
	Knowledge		?	?	?
	Rights		?	?	?
	Information		?	?	?
	Brand		?	?	?
	Reputation		?	?	?
	see, feel, smell				
	artificial metric				View ©

Quantifying means

Content of information. The cube as an example.

$$a \times b \times c = d$$

a	b	c	d
3	4	5	60
15	4	1	60
60	1	1	60
5	6	2	60



Reduction of the description to "d" reduces the information content.



Quantifying means

The work of physicists:

- a) Look at (some problems of) the real world.
- b) Invent a numerical solution for explaining (some problems of) the real world.
 - either by using the paradigms of classic physicists, or by
 - expanding classic paradigms (Heisenberg, Einstein....),
 - inventing new numbers, metrics (Gauss, Curie...),
 - enabling unexpected additional inventions.
- c) Test, verify, correct solution, implement restrictions and patches.

Measuring multidimensional attributes with a linear and singular ruler leads to a mental dead end.

Applications

1.


**Structuring
the elements
of an
enterprise.**

2.

**Quantifying
means.**

3.

And now?



Why are HR solutions central?

...because only humans produce values.



insede – the value architects and engineers

We build individual value systems.

We build individual value enabling systems.

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INSEDE (in founding stage)

INSEDE

- the legal entity for the practice oriented further development and distribution of economic knowledge, views and perspectives. It was founded by businessmen, convinced that in classic economic theory, among other things, the intangible objects were neglected in a distorting manner.

One of the tasks is not only to show this kind of lack, but to develop instruments with which some weaknesses of the classic business economic paradigms are weeded out quite pragmatically.

A quickly growing community supports INSEDE in the development, distribution and application of the new generation of economic models.

Contact for inquiries:

Ingenieurbüro für Wirtschaftsentwicklung

Peter Bretscher, Alpsteinstrasse 4, CH-9034 Eggersriet, Switzerland

Mobile: +41 79 650 49 04 Email: peter.bretscher@bengin.com

We look forward hearing from you.

«We have to introduce a quantitative logic for values, wherein the whole kind of business resources and valuation perspectives will be taken into consideration.»

Aurelius von Damos

We care about that – and more.

insede

Thank you

insede.org

Recognising, developing and using values.