

bengin

**Increase performance
through measuring, mapping and managing values.**



You can manage what you can't measure.

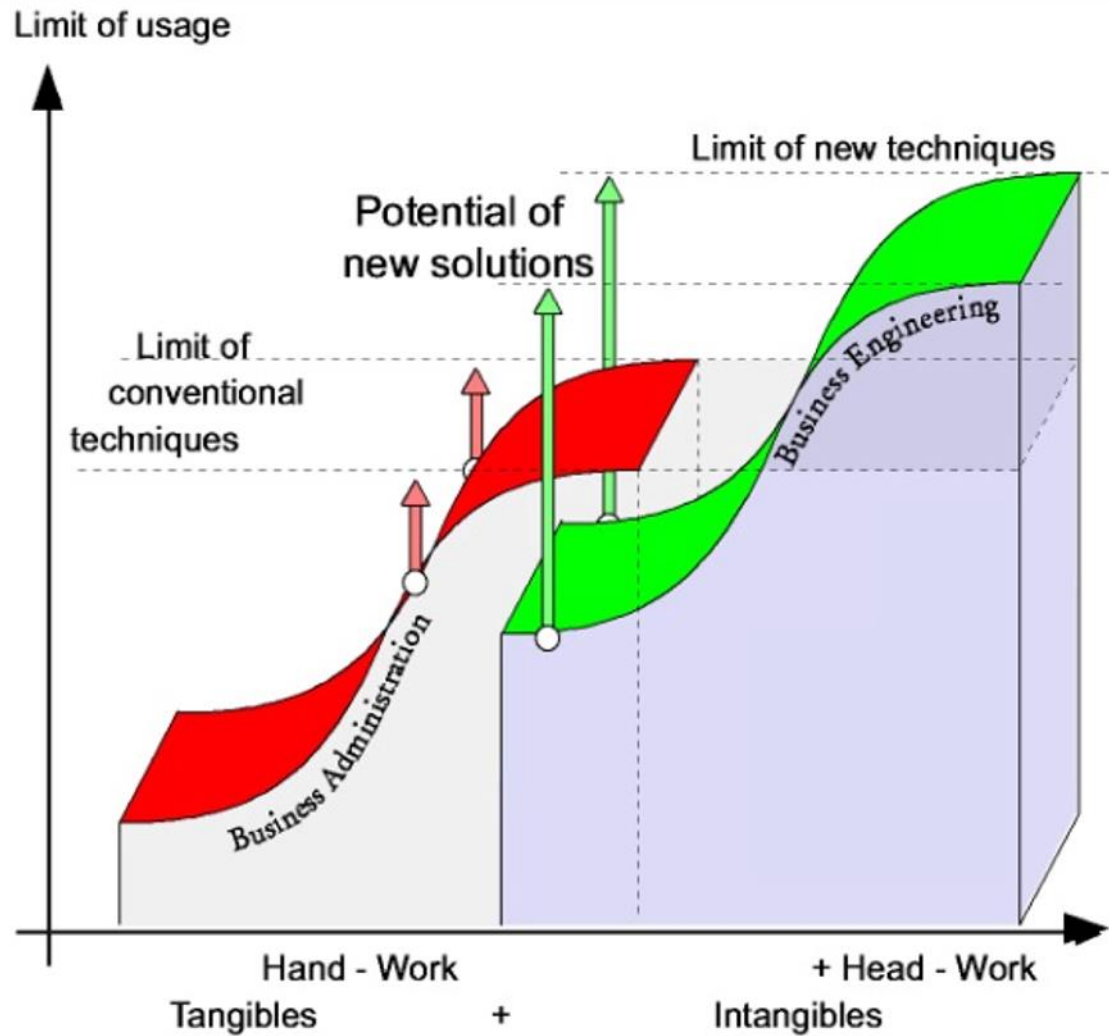
(No one can administrate what's not measurable.)

May be your employees can't just yet.

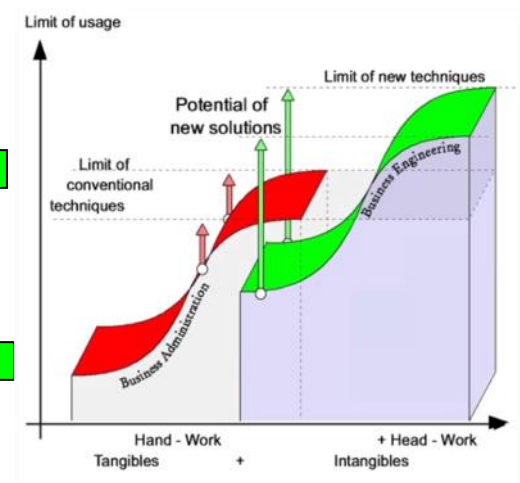
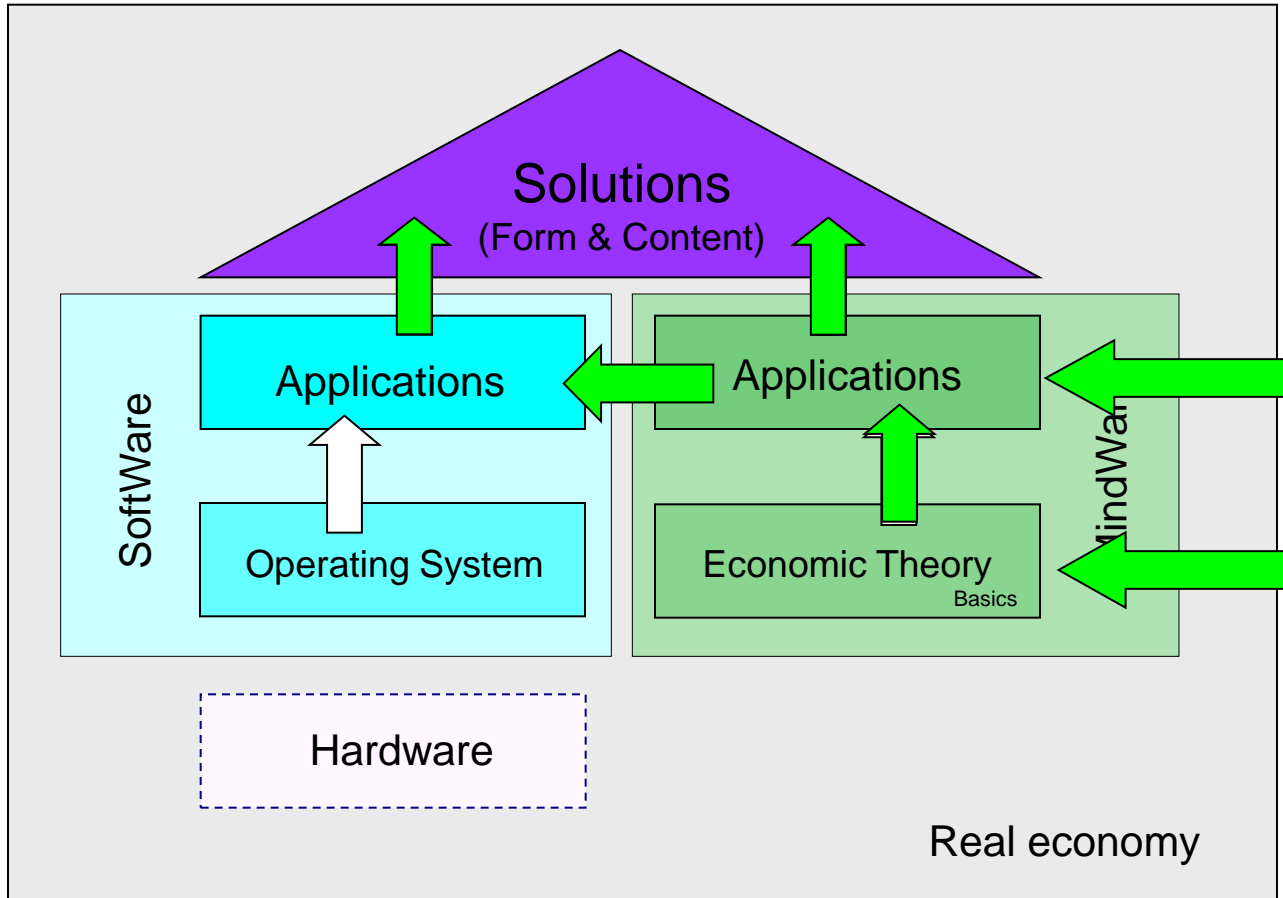
That's one of the reasons why you should introduce measures for the unmeasurable.

Peter Bretscher
Andreas Bürgi
23. August 2003

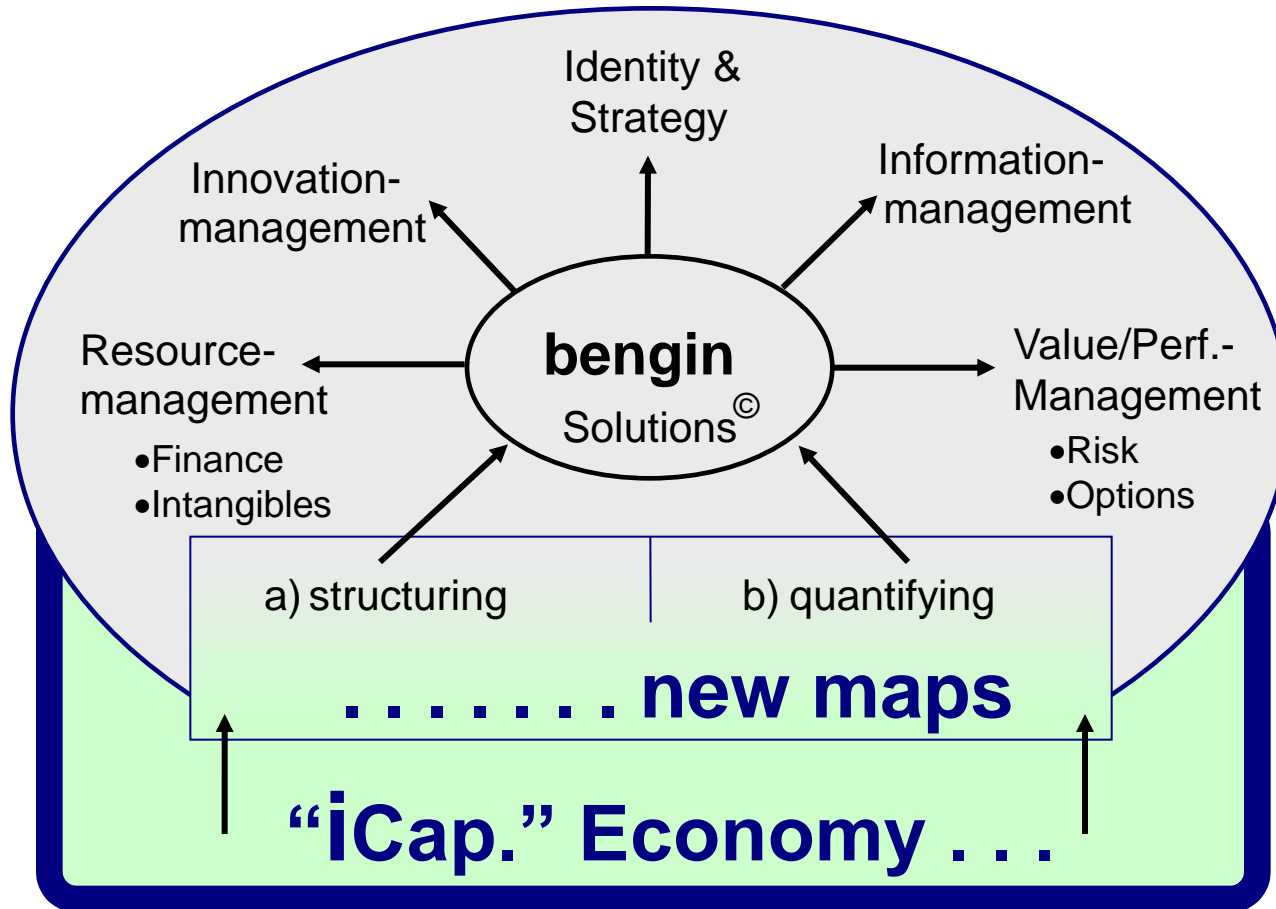
Next step, focus on economic MindSetting / Paradigms



New MindWare & SoftWare → quantum leap in the simulation and planning of today's economy.



Reality of business has changed – models have to follow



Agenda

1.

**Structuring
the elements
of an
enterprise.**

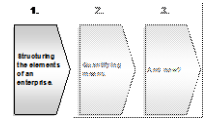
2.

**Quantifying
means.**

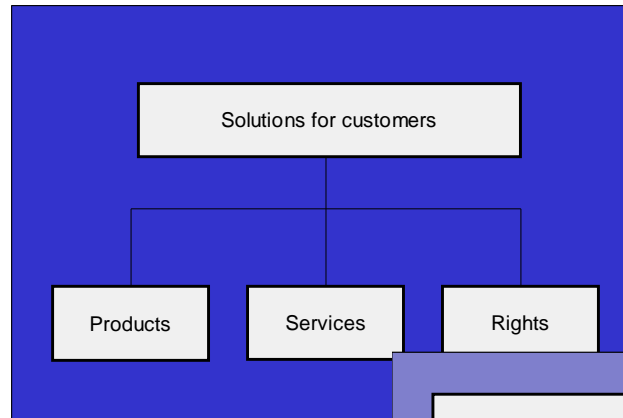
3.

And now?

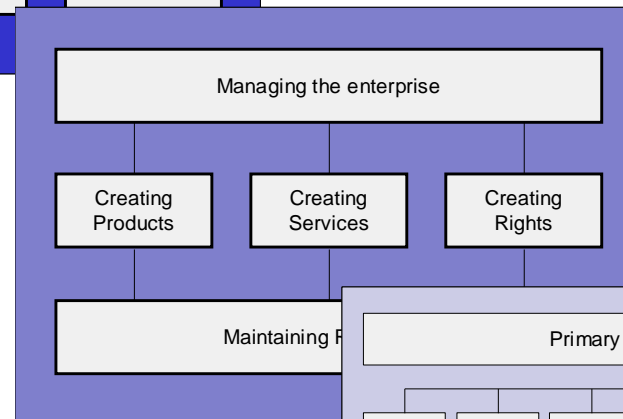
Structuring the elements of an enterprise



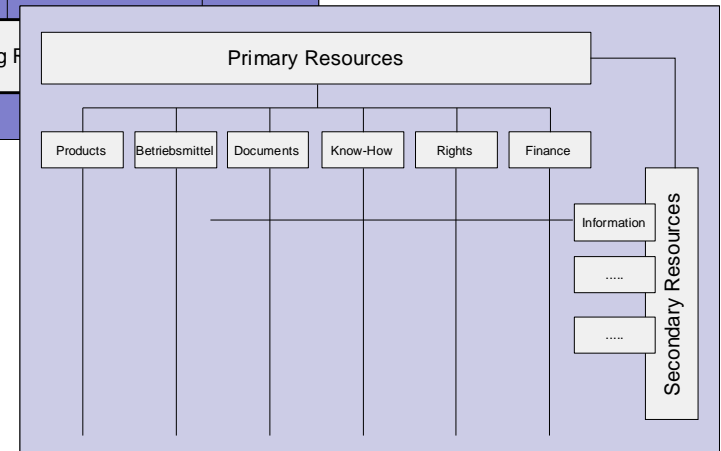
1. Offerings



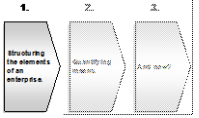
2. Processes



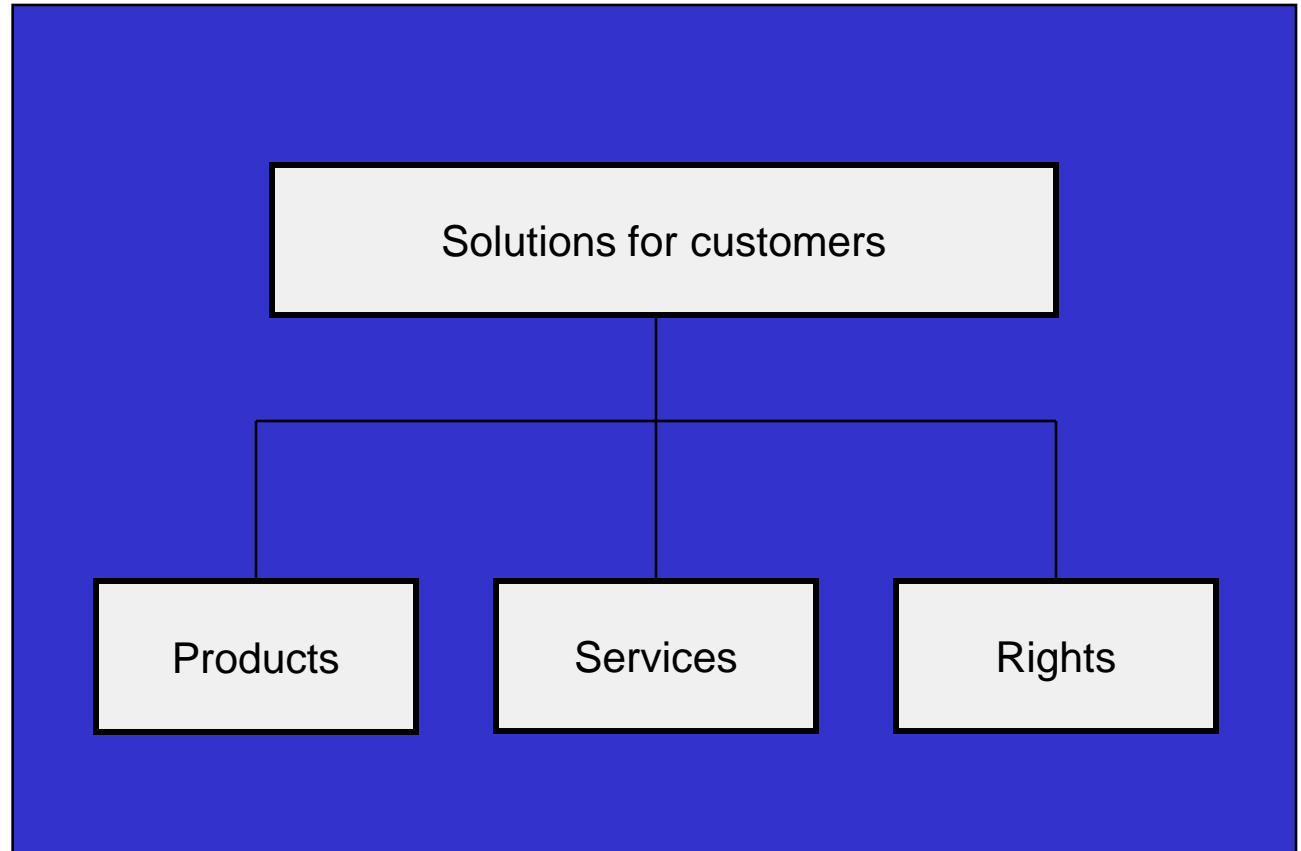
3. Resources



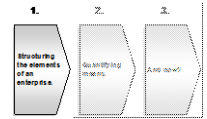
Structuring the elements of an enterprise



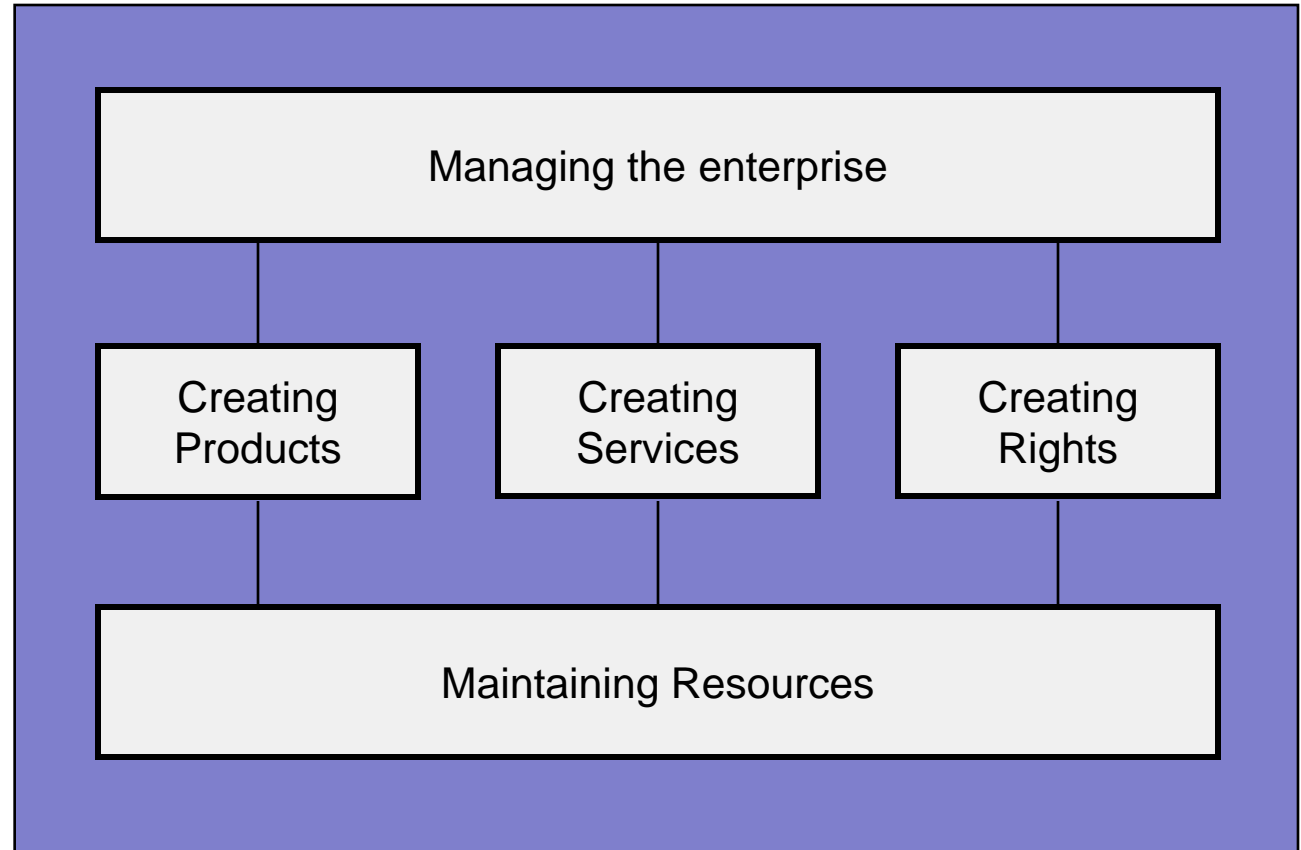
1. Offerings



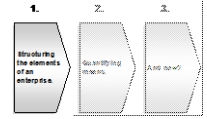
Structuring the elements of an enterprise



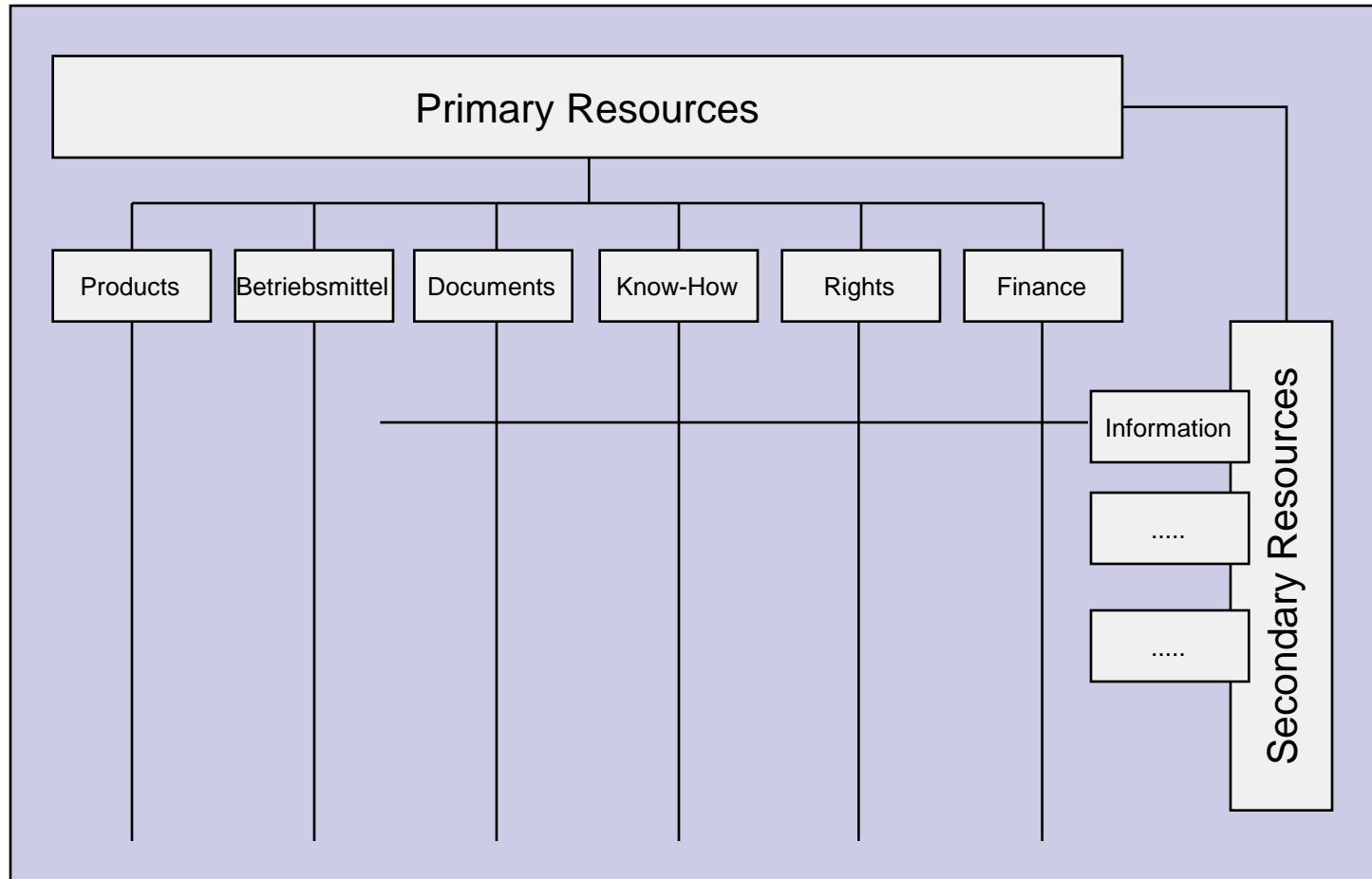
2. Processes



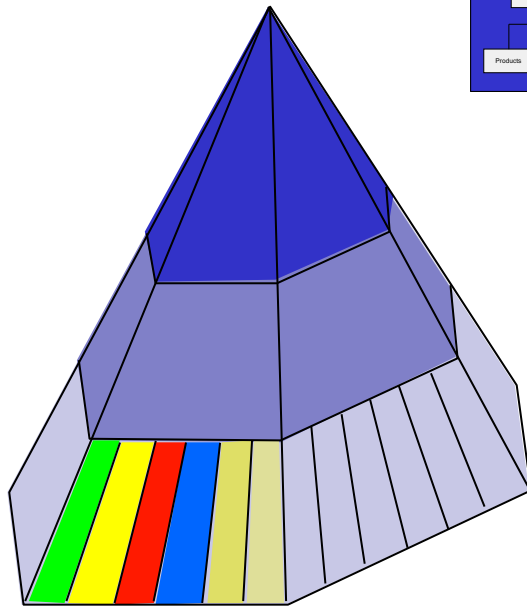
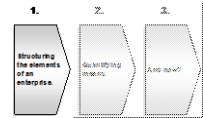
Structuring the elements of an enterprise



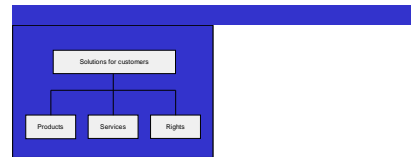
3. Resources



The enterprise model

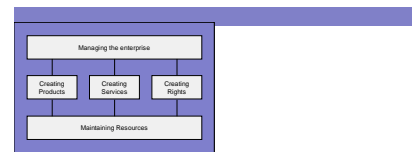


Offerings:



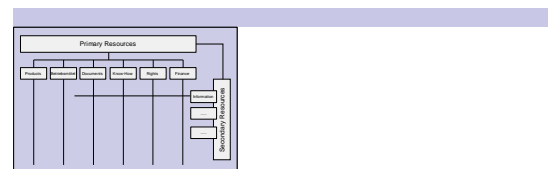
- Products
- Services
- Rights

Processes:



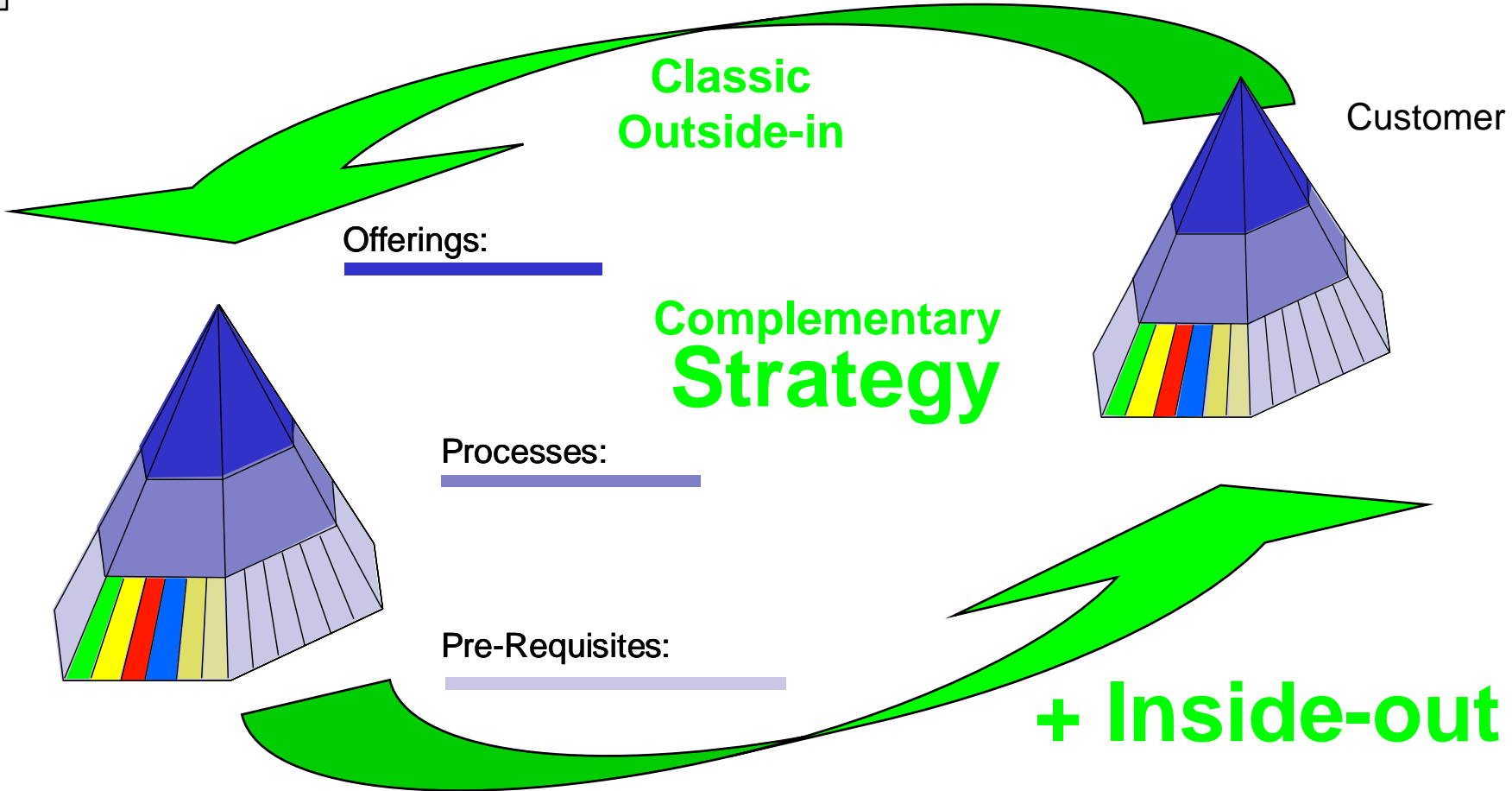
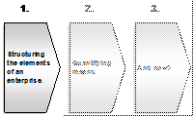
- Management
- Creating solutions (Products, Services, Rights)
- Maintaining, developing resources

Pre-Requisites:



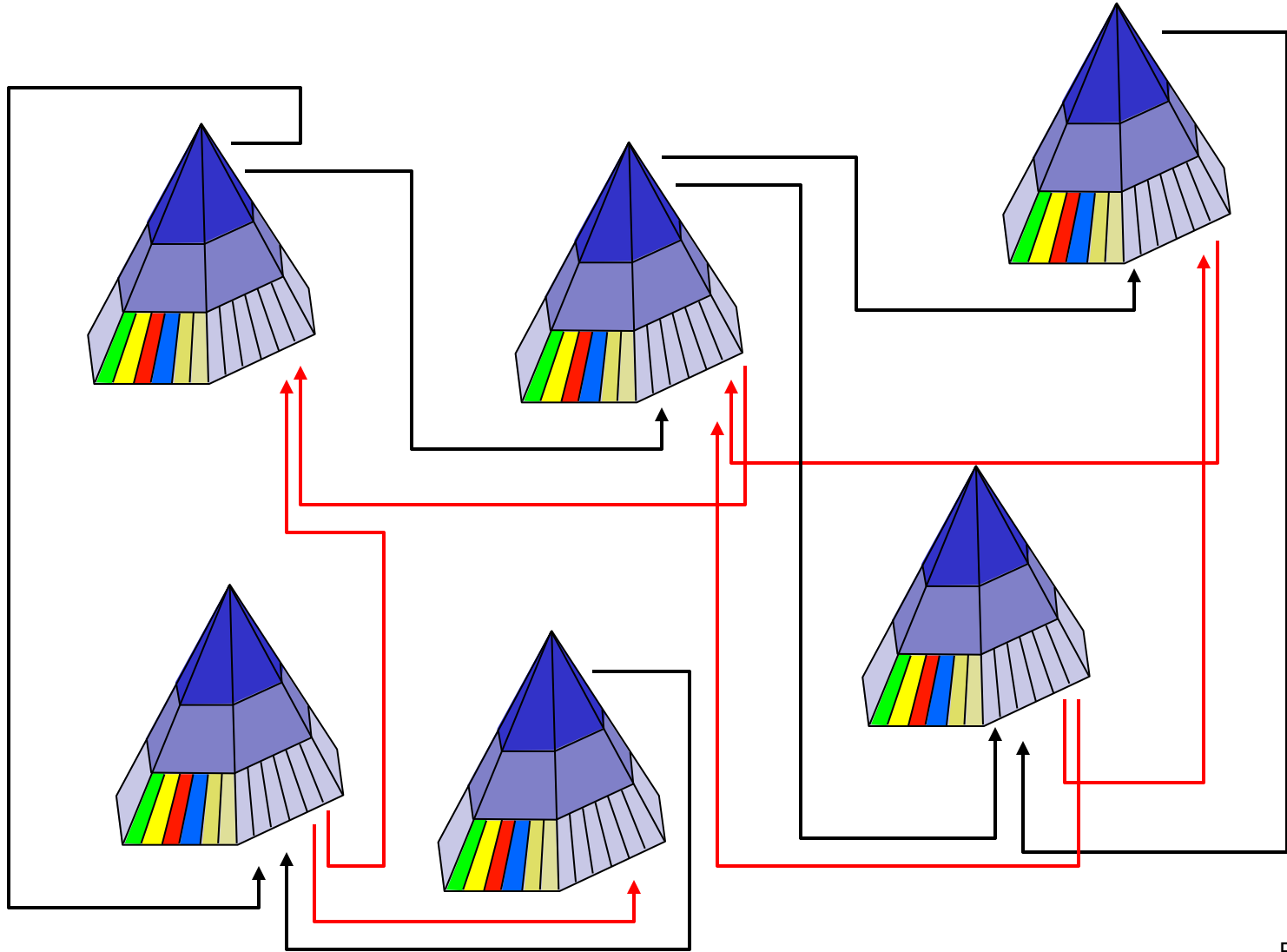
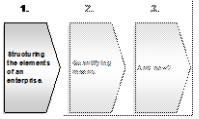
- Resources
- Resorts (Marketing, R&D, Prod., QS, HR..)
- Customer/Dispatch
- Supplier
- R&D - projects
-

What for?

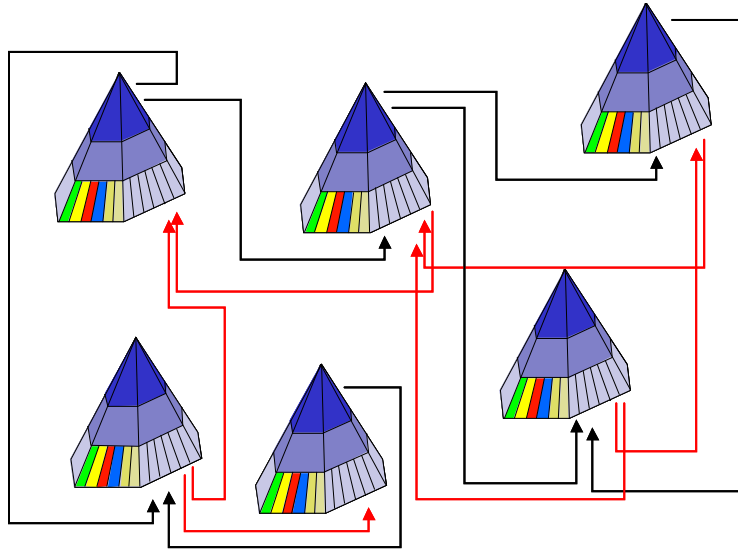
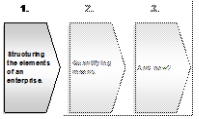


Knowing and using assets in a more holistic and effective manner.

Loop-relations of enterprises



What for?



Money



other types of business objects

Optimizing flow of:

- Offerings
- Processes
- Resources (tangible and intangible)

Increasing / reducing / redirecting the flow on the map.
Leads to new options for doing business.

Applications

1.

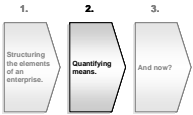
**Structuring
the elements
of an
enterprise.**

2.

**Quantifying
means.**

3.

And now?



Quantifying means

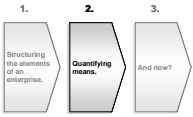
Types of objects:

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

Types of metrics:

- a) Subjective metrics
References to subjective impressions.
- b) Relative metrics
References 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

If you want to count and map multidimensional attributes (such as the value) of an object, you have to use a multidimensional metric system which shows and visualizes the chosen attributes in an understandable context.

Just compiling a lot of linear, unrelated metrics does not help.

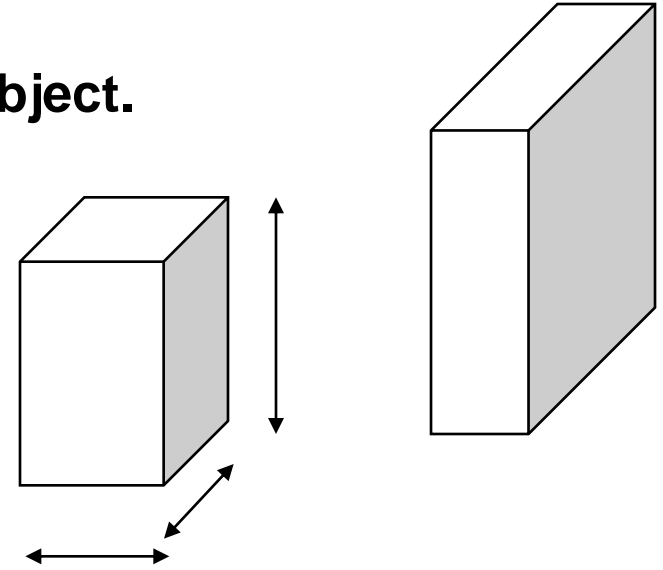
Objects, metrics, numbers and units					
			linear	2-Dimensions	3-Dimensions
Generic, geometric	Scalar, points		#	#, #	#, #, #
	Relations, division		%, a/b		
	Square		c	a x b	
	Volume		d		a x b x c
	Vector			a, b	a, b, c
Physical items, objects	Temperature	■	°C		
	Lengths	■	m		
	Area	■	m ²	a x b	
	Work	■	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		
	Colour	■			r, g, b
Business items, objects	Money	■	\$		
	Turnover	■	\$		
	Employees	■	#		
	Earnings	■	\$		
	Cost	■	\$		
	Knowledge	■	?	?	?
	Rights	■	?	?	?
	Information	■	?	?	?
	Brand	■	?	?	?
	Reputation	■	?	?	?
	see, feel, smell	■			
	artificial metric	■			

Quantifying means

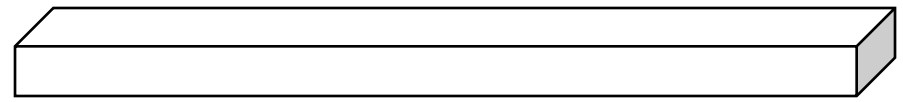
Content of information. The cube as an object.

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

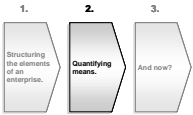
a	b	c	d
3	4	5	60
15	4	1	60
60	1	1	60
5	6	2	60



Reduction of measures to linear metric "d" reduces the content of information significantly.



Reduction of value-measures to a linear monetary metric system limits the usage of this system for mapping reality.



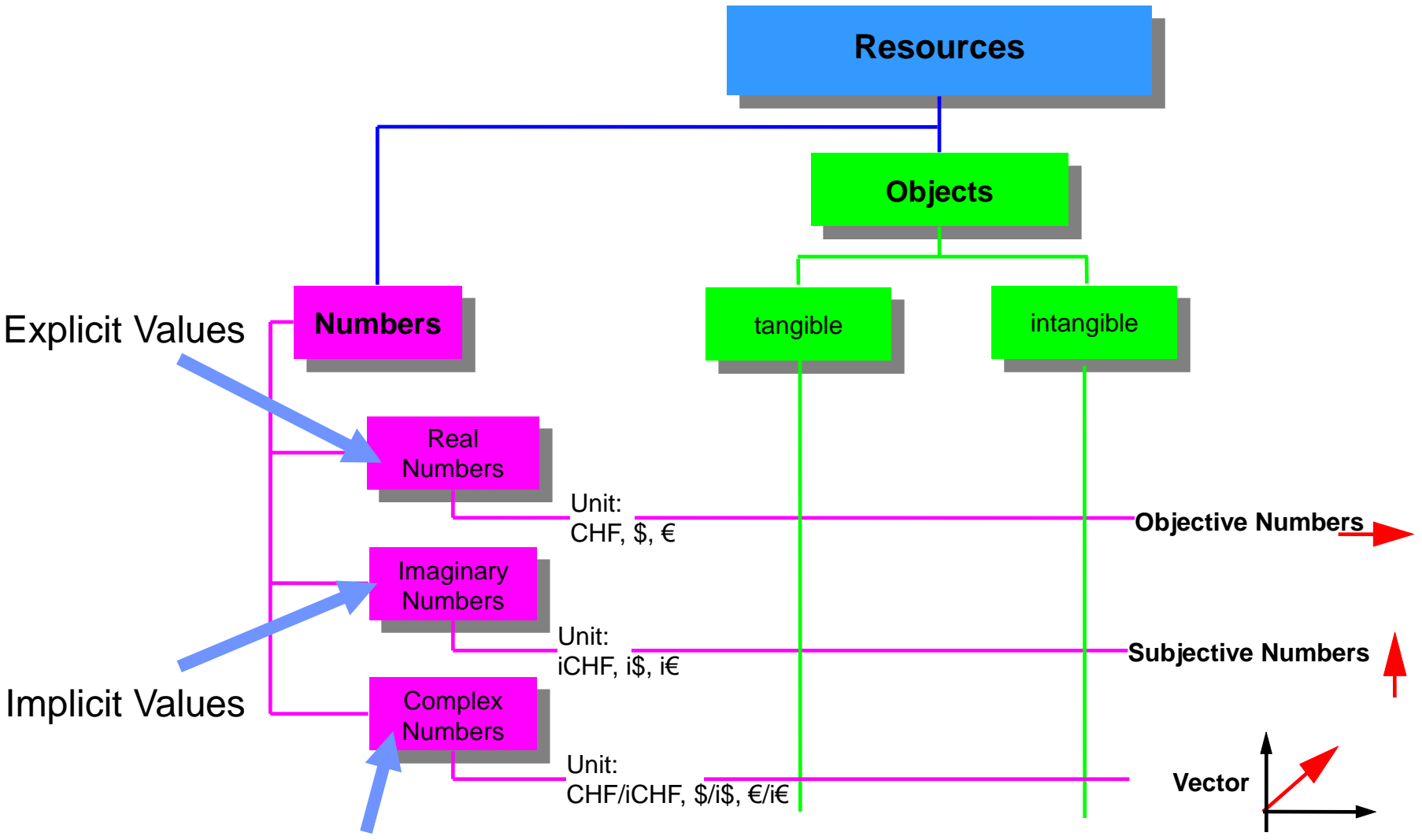
Quantifying means

The work of physicists:

- a) Look at (some problems of) the real world.
- b) Invent a numerical solution to explain (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.

Objects, Attributes, Value-Measures



Explicit Values

Implicit Values

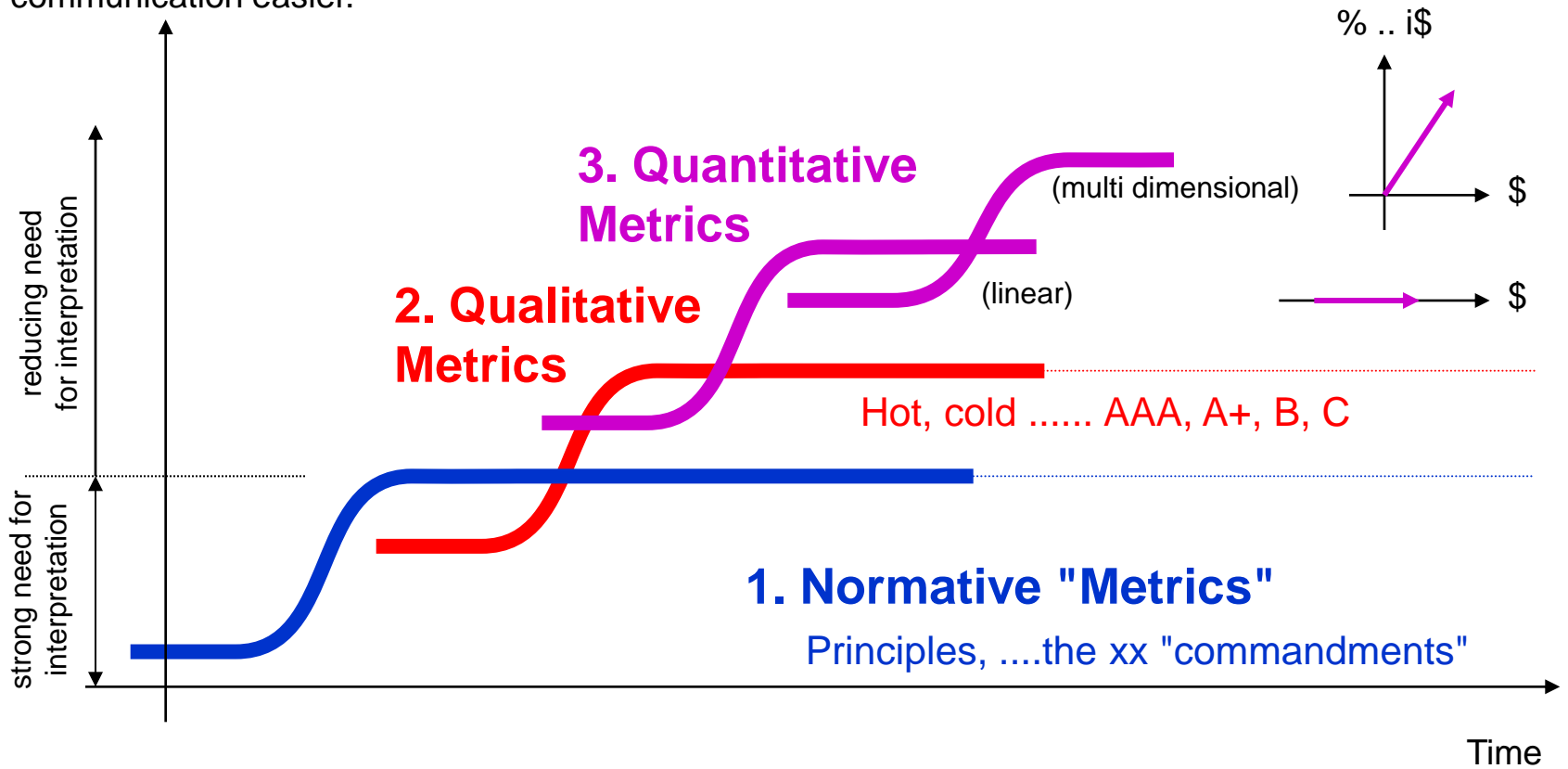
bengin

combined

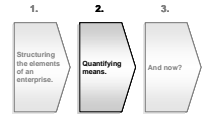
Development of Metrics

Why Metrics?

Making rational (and indirect) communication easier.

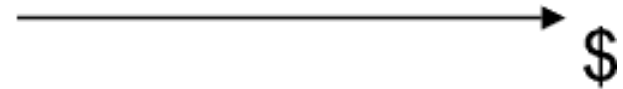
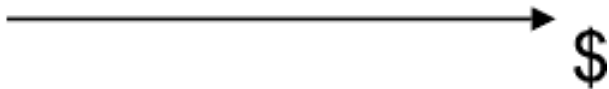


Measuring performance



Creating Values

Counting Values



Next steps

1.

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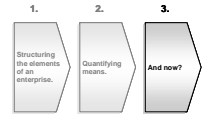
2.

**Quantifying
means.**

3.

And now?

5 steps to increase the performance



1. (re)cognise your assets
2. perform the (2D)valuation
3. draw/show the valueprofile
- 4a. set the targets and priorities
- 4b. Repeat steps 1. to 4.
as often as necessary
5. Launch projects



bengin – the value architects and engineers

We build individual value systems.

We build individual value enabling systems.

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bengin AG (in founding stage)

bengin AG

is 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 **bengin** 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

Tel: +41 71 877 14 11 email: pb@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.

bengin

Thank you

bengin.com

(Re)cognising Values, developing, using