**Core Concepts**

Why and how does it work? Every company becomes its own world - virtual world building. What does your world look like?

1. Capture & Record The Story
2. Groups, Players, Individuals, & Characters
3. Relationships
4. Trouble, Problems, Needs, & Goals
5. Decisions & Choices
6. Consequences (Cause & Effects)
7. Accountability
8. Permissions & Settings
9. Systems
10. Vision & Future Developments
11. Tech, Tools, & Maintenance
12. Objects & Data Over Time

Brainstorming More Details for Core Concepts:

1. Capture & Record The Story
	1. Centralize the data
	2. Empower the users
	3. Capture data at the point of usage
	4. Date and time stamp everything
	5. Enter once, use many
	6. Translate real life happening into digital recordings
	7. Spend the time and try to get it right - try to complete the whole circle, complete the story, get all of the pieces that you need - get all of the details
	8. The story brings clarity to numbers - if you capture the whole story the details end up cascading down and bring clarity to what is behind the numbers
	9. Capture: says in a snapshot, you can replicate it, you have it, you can recreate it
	10. Record the story: there are dates, times, events, actions, reactions, transactions - there is some chain of events that occur and happen, capturing the causes and effects,
	11. Digital office, paperless office, put it on the web, cloud based, show what you want, hide what you want - all of your pieces in one place
2. Groups, Players, Individuals, & Characters
	1. Technically we have 12 main player groups - customers, invoices, quotes, vendors, POs, parts/items - general inventory, stock/units - serialized, deposits, expense/receipts, employee/users, balance sheet items, elements of time - calendaring and scheduling
	2. Each player has a personality of sorts - things they do, things they are good at, things they are responsible for that n one else is. They help with relationships and holding the story, they maintain different pieces of the puzzle. The details of that person, their interactions, where they go, what they do, there are a bunch of pieces and these players hold this.
	3. Locations and sub-locations help track where people go,
	4. Sometimes people even have traditions, cultures, different groups, different ways of interacting
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