**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
	12. This is what is happening & when things are happening,
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
	5. This is the who, what, where at play
	6. Groups: this means some sort of like things - like a player group - like all of the invoices - they all have a common goal, thread, purpose, something that binds them together. Groups can also be where things are located relatively. To be a group you usually have a common thread, a common make-up, a common location, something that puts you in a group. Collection of like things.
	7. Players: This kind of tends to say this is playing through or part of a game. A player or player group is something that is part of this piece. You are involved, you are doing a role, you are a participant - you make up the group. There is another term for players and it is usually someone who is strategically playing a field of some sort being it dating or sports or whatever.
	8. Individuals: You start getting into each thing being unique, you get into personalities, strengths, and weaknesses, details, opinions, history, baggage. Every individual has a name or id, it is part of a bigger group, you could have one, many, etc.
	9. Characters: What is the difference between an individual and a character - a character will sometimes play a role. A character is someone you know that has specific characteristics, they are playing a role, it starts getting into relationships. Characters in a way - people that are part of a movie, or a story, it starts being personalized - a character sometimes takes an individual to the next level and helps you get to see them in the context of a story, or a relationship, or related to the role that they play in accomplishing something.
3. Relationships
	1. A relationship could be a one to one relationship where something happens and it is tied directly to an individual
	2. Relationships have a dimension to them - either a one to one, one to many, one to many to many,
	3. Defining a few relationships - you can have a parent - child, siblings, friends, enemies, good guy - bad guy, teacher - student, mentor, accomplices, big guy - little guy, twisted ones with intrigue, symbiotic relationships, toxic relationships, multi-level relationships, bosom buddies and friends, associations
	4. So what do we do in business - we start connecting things. We have natural relationships and also forced connections and relationships
	5. For instance items are tied to invoice and quotes, and quotes and invoice are tied to customers, but they also create payments which then ties an invoice or customer to a deposit, then deposits are tied to banks and banks are tied to financials - cascading effects and relationships
	6. What connects to what and this is the WHY - there is a story that happens and not everything happens at the same time, there may be when and how factors involved.
	7. What’s the value of a relationship? If I just have A and B, maybe not that important, but it A loves B, or effects B in a certain way, maybe that starts to make a difference.
	8. A relationship can be pre-set, forming or evolving, or diminishing or decreasing, there is an element of motion, it is not a locked thing
	9. Relationships take work and if they don’t get the work it can cause other relationships, or change the dynamics in other relationships, it can also bring in new and other players, these relationships change the cause and effect
	10. Relationships are incredibly rewarding and essential - as things get mixed together they can become richer, more full, relationships helps us meet needs and accomplish more than any one individual can on their own.
	11. Certain other relationships can also create drag and degeneration, less effective outcomes
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