**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:

Why do we do what we do? If we are really trying to get to world building you need all of these pieces. If you are not seeking for that end, you may be able to skip some of these pieces. But you need to have all of these for world building. This whole thing is a system - it interacts and plays together and everything effects another thing. You cannot just remove something without consequences. We can play this way because we have an interconnected system. You can do more and better things when you have a whole system in place.

World building is the act of gathering all of the different pieces and putting them into play in a system that simulates your world. Disclaimer: the term world building is used by authors and those in film to build a world with characters, cause and effect relationships, some sort of trouble or problems, and some sort of a goal that ties these things together. This creates a symbiotic relationship.

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,
	13. This is why we are doing this - to capture and record the story - to create a data tracking system that knows what is going on - to simulate your world and capture all of the relationships, cause and effect scenarios, to recreate what is happening in your business
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
	12. Relationships exist on all different levels - there is depth to a relationships, sometimes there are both seen and unseen relationships, sub-relationships,
4. Trouble, Problems, Needs, & Goals
	1. If you are not trying to overcome anything there is no reason to do anything. This can create a uniting goal, a backround drive, a reason to do something. Or you have pain - what takes time, how can I overcome this thing that is bad?
	2. Sometimes your pains or difficulties are driven by government, government requirements - reporting, taxes, collections, various things to lawfully stay in business
	3. What do you want? You don’t ever get something served up to you that is perfect - we have to do something to it. Blend it, mix it, chop it, cook it - it is not ready or perfect in it’s natural state - you have to work for it to create the useable thing you are seeking/needing. People have to make food, people have to work for materials that can be used - mined, refined, etc., etc.
	4. Constantly a need to input some kind of effort into all things we want to attain in life.
	5. If you have a business - why are you even in business? There is a need, a goal, a problem that you are trying to overcome.
	6. Trouble: What does trouble mean? Trouble means I could get in trouble - I have certain rules, requirements I have to comply with. Or someone is messing with you or there is a concern that someone/something could effect us in a way we don’t want. If the trouble is bad enough you may need a superhero - someone who can handle the trouble you are facing - Adilas could be the superhero to overcome your business troubles. Pain is one of the greatest motivators - we will do almost anything to overcome or get out of pain.
	7. Problems: Problems doesn’t sound quite as bad as trouble. I am not in trouble yet but I have a need. I can see that there is a need to solve or resolve a situation. Problems almost seem like a pre-trouble situation, or a predecessor to trouble. This may also deal with complexities - things can start getting complex. There are all of theses pieces of the puzzle that have to be worked out and fit together. Needs to be a plan, an approach to solve problems. Sometimes problems can reoccur, they can become a pain and something that we want to overcome.
	8. Needs: When I think of a need this could be a requirement, also a want, I could be lacking something - I may have to fill in, or have something, to be sufficient or whole. A need is more of an expression of the desired outcome, or piece, to fix or remedy trouble, problems, remedy the pain or discomfort. A need could also be a basic requirement, at a foundational level, that sustains life, that sustains functionality. Things that if you don’t have you don’t move forward or continue existing or keep growing, progressing, functioning. There is an element of a perception to a need. Sometimes it can just be in your mind. Is it actually a need or is it a want?
	9. Goals: Goals mean there is a dream, a want, possibly a plan, a desired outcome, a desired prize/result, there might be steps to achieve these desired outcomes. There might be steps, checkpoints, ways to get to the desired outcome. Steps to overcoming your obstacles or problems. Sometimes you are trying to stop certain things, start certain things, continue certain things. Making a plan to achieve these outcomes. Goals can be measurable, there can be little pieces to get to bigger pieces. SMART goals - Specific , Measurable, Attainable, Realistic, Time bound. Goals can be fun and very motivating too. Could be reoccurring, could be a one time thing. Oft times a reward or prize for attaining your goals. If there is not a prize or a reward - maybe you should think of adding one.
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