**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.
5. Decisions & Choices
	1. Decisions lead places. We are constantly faced with them whether we realize it or not but we are constantly making decisions and choices. They effect our relationships, they have causes and effects.
	2. Are you going to buy, sell, fix, hold? Are we going to skimp, are we going deluxe, are we going bootstrap, are we getting outside funding? Am I going to respond? Am I going to get mad, frustrated?
	3. Even though different jobs have different descriptions what you are doing is linking different decisions and choices together. Then new decisions come from
	4. Sometimes a certain bad decision leads you down a path, and then if you keep making bad decisions, it can lead you down a path that helps you make your own nest.
	5. There is a different side where you make good choices and keep making good choices, then people want to help you and be around you, and work to help you progress. There are different momentum paths you can create because of the decisions you make.
	6. Sometimes we get to choose things and sometimes other people choose for us. We are not fully in charge of everything.
	7. A lot of time people want to help us or try to help us but we may not allow help. Attitude can make a huge difference - we could make the exact same decision but depending on the attitude we approach it with the outcome can differ greatly.
	8. Sometimes other people’s decisions can cause immense unfairness. Or sometimes our own decisions can cause unfairness. Other times things happen that is no ones fault, it just happens, and can cause or create unfairness.
	9. If we are in a certain circumstance we may make a choice or decision differently - or sometimes certain circumstances almost force certain decisions. This deals with an element of control. Are we controlling the situation or is the situation controlling us. Sometimes the state or government says you have to do this. Or a boss says you have to do this.
	10. Sometimes if we make a rash decision that might be the best thing for the scenario or circumstance but that may not be your typical decision making process.
	11. You are going to need a good coping skill or tools. Things happen and you will need to have a way to respond. You get to choose how to respond to things.
	12. Sometimes we make decisions on what we think are going to happen. Decisions and choices, you are calculating risks, rewards, benefits. Reality versus perception is huge but affects our decision making.
	13. If we make choices and decisions you are going to have consequences and accountability as well.
	14. Inside of Adilas we do this all the time. These really start to add up. Think of how many choices you make in a day. It is a summation, or an accountability of the summation of these choices that forms the outline, flavor, nature of your world, life, day, etc.
	15. When you are living - this is what you are doing - constantly making decision after decision after decision. Sometimes we add a scale, weight, or relevancy on decisions - such as this decision is really big or important. And there are those decisions but it may be that all of our small, continual decisions really add up to even more than some of the big decisions.
6. Consequences (Cause & Effects)
	1. We might often think of consequences as negative or bad but they do not have to be. Consequences sometimes get categorized as negative. But not all consequences are bad.
	2. Consequences ususally lead to the next decision. It creates a web and a connected structure as you make further decision and they bring other consequences. They effect relationships.
	3. There is a balance to consequences. Is it a natural consequence of the action? Is it an unnatural or unrealistic consequence to the action? Certain consequences or actions of other people can really alter how we respond. Choices and consequences have cause and effects.
	4. Trust levels - certain things add to positive trust levels, you can build that by the drops. But you can also lose trust levels very quickly, typically much quicker than you can build it.
	5. Some businesses live and die as a consequence of the actions or choices taken.
	6. Sometimes these cause and effects can have time frames, gaps, sequences, patterns. There is also an aspect of time with consequences. Some consequences are delayed, some are forced, some are inevitable, some are negotiable or can be altered.
	7. It is amazing how quick we can change - cause and effect - depending on how people respond to choice, consequences, proactive on consequences.
	8. People can look at predictive or responsive consequences. If I do this action, then I plan for this outcome to occur. We start projecting pieces and trying to work for that particular consequences. So not all consequences are just a result of decisions - you can also take a proactive approach and work for consequences you want - like goals. This ability to look ahead is a powerful resource we can use in our decision making and working toward desired consequences.
7. Accountability
	1. What happened? Why did that happen? When did it happen? How often did it happen? Invitation type level - who, what, when, where, why knowledge and accountability.
	2. If there is a decision made, then a consequence happens whether positive or negative, then you are accountable, responsible for that decision and its consequences.
	3. Who wants to know? Why do I care that they want to know? Do I need, or want, to report to this/these persons. Are there consequences if I don’t do so? What authority do they have?
	4. The story really becomes important for accountability. A number has very little meaning unless you understand what led to those numbers, what underlies this data, where did it come from, how did it happen, what are the pieces that build the story and give us accountability, or an accounting of what has happened.
	5. Accountability - an accounting - accounting for what happened or occurred. If you talk accounting maybe you just get caught up in the numbers and having to report taxes, etc. But when you think about accountability that is associated with decisions, who did what, who does that effect - what is the story. The accountability seems to take on a richer, more full, meaning of capturing all of the pieces, information, happenings that are contributing to the outcomes, difficulties, troubles, consequences you and/or your business is facing.
	6. Often accountability could be verbal, on paper, visual, etc. Does this increase the general intelligence? Increase the business intelligence? Can people make decision on what they are getting back from the information?
	7. There are times when people want to show and share what they are doing. There are other times people want to hide, scatter, be sneaky or stealthy with their actions or behaviors. Only show pieces they want. As a business, or a business owner, it is so important to be able to have all of the pieces, to be able to investigate or see what is really happening.
	8. We may know what should happen or what we want to have happen but so many times in decision making we forget to access all of our knowledge, or think through what the potential consequences may be. It is hard in some circumstances to focus and use your acquired knowledge to make the decision you really want for the long term.
	9. All of these concepts are intermingled and intermixed. They all play a part together, they effect each other, and bring about other pieces. All tied together.
	10. There is also an aspect of a long term, cumulative accountability that we all have to face, either to ourselves or a supreme being. We all have an accumulation of things that we all have to be accountable for. Accumulation of choices, things, intent, the story, the patterns, all of these are important pieces for accountability.
8. Permissions & Settings
	1. These are really important pieces. If you look deep enough, you will see that the entire foundation of adilas is built on a foundation of permissions and settings. That seems to be at the very root of almost everything that we are doing.
	2. Allow access to different places and features- keys or authority to go and do. A permission is a yes or no - do we allow access to these places. Another portion of this is timeframe. There is a timeframe associated with some things - you may have permission now but it is limited by time. Permissions may be added or taken away - there is an element of flux with permissions. They may be temporary. This is important because you can give power or access according to need and circumstances and can take it away according to need and circumstances.
	3. Trust and levels of trust - sensitive content or sensitive subjects. Or open content or common areas. Often when you are giving permissions - can you add, edit, update, void, view only, - what level and function do you want/need someone to accomplish?
	4. Allows the right people where you want them and doing what they need to do. Also creates accountability. If someone has keys to get into a certain room, they are responsible for those keys or who/what accesses that room.
	5. Settings help create the right or correct environment - world building or setting up individual levels or environments. Are we talking global? Are we talking micro/macro? How big or small?
	6. Permission and settings mix and blend and go together. We want to empower people where the actions take place. We need to enable people for their certain tasks or responsibilities. Depending on what you need or want to make you mix and blend in the amounts that create the outcome you want. Some of these, the further you get, they morph into a hybrid - they work in tandem together. Granting permission and then determining what that looks or works like.
	7. What level are we looking at? Levels of settings - system (universe), corp (world), group (players/player groups), page (per feature/per sub of that function) (almost like your layout and space), user (individual person/individual preferences, defaults, etc.), etc.
	8. Even if I have limited permissions - if I have settings created - then I already have pathways, processes, procedures, steps, direction for the flow of traffic or accomplishing tasks.
	9. Build on this foundation of both permission and settings. There is more than that but this piece feels a bit elusive. This helps create your environment, flow, access within your system.
	10. What we do is not easy. There are so many moving parts and pieces. As we build, we keep finding that it comes back down to more and more permissions and settings. Subs of subs. Eventually, it could become simple if you get enough sub pieces built into the mix. Kinda crazy.
	11. Each of these roles keep sub-dividing and sub-dividing and sub-dividing. There are smaller and smaller pieces that we are trying to recognize, account for, track, see, etc. This is a growing part of the puzzle. We just keep having needs for smaller and smaller pieces.
	12. Settings also deal with speed and efficiency. Ways to speed things up, cut out steps, make things faster, automated, direct the process in a more streamlined manner.
	13. Another thing that is interesting about both permission and settings - it start to become a smorgasbord. You get to pick and choose - it becomes more like a buffet.
	14. You can also create templates to have things you can have that reoccur. Standardizing processes and stamping your way through that procedure. The deeper you go, eventually it has to be founded on these elements.
	15. Often there are industry standards and specific needs. You can individually go piece by piece but you can even play in bulk and configure things to quickly focus things to a certain industry or role. Bulk really allows you to quickly flip things and get oriented to a certain industry. There are standard pieces but being able to play in bulk or presets you can quick things very quickly to get what you want. Like a kitchen - you have a number of standard pieces and ingredients but then you mix and blend them together to create the product or outcome you are wanting to create.
	16. Speaking the person’s language - verbiage. This is a critical part of settings. The protocols, the language, the nomenclature - if you speak the person’s language there is understanding. It makes it easier to use, less translating. Aliases, substitutes, changes look and feel, makes it feel and sound like the environment you work with. The right words and look and feel for the appropriate environment. Any of these things deal with settings.
	17. A setting can also become a behavior, a pattern, a perception, a pre-conceived notion, and expectation. Some of these settings you are laying it out. Allowing for change. What things are fixed, what things are variable. It sets limits but also opens up other options and opportunities. These settings help open things up and help things flow within certain parameters.
	18. These things are not static. These things change over time and there is a flexibility piece that changes, creates, effects the structure, use, of these things. There is almost an aspect of something else that connects and makes these pieces effective. Like mortar between bricks. You need to keep connecting these pieces to create a system, to connect things. There is another piece that brings a different dimension or aspect to the life of these things.
9. Systems
	1. Systems are related to how things are interconnected. Every piece effects another piece which has an effect on the whole. Maybe sometimes it even effects things that seem out of the whole you may have defined.
10. Vision & Future Developments
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