

# **The Big Picture – The Relationships**

## **The Big Picture–The Business Relationships**

The purpose of this document is to expand on what it means to see “The Big Picture”.

No matter what the subject, the “Big Picture” is simply a view of business relationships, a view you do not get looking at functional system information. This document will describe all those relationships and give some examples of seeing information organized by those relationships.

## **Business Entities and all Business Relationships**

Simply stated, business entities are things like people, places, things and events.

People relate to people and types of people relate to types of people. Also, people relate to places, and types of people relate to types of places.

Type relationships, people and places are also examples of business entity types.

Likewise, all business entity types (people, places, things and events) relate to each other. This idea of types and type relationships is most important in understanding and communicating the big picture. We hope to show here how top down thinking and types simplify and improve decision making.

I have just very simply described all the business relationships. Every business entity is a type of a business entity. So, you can say the “Big Picture” is the perspective you get when you view business entity type relationships, or all business relationships.

## **Navigating Top Down from General Associations to Specific Characteristics**

Simply stated, there are two classes of relationships: general associations and specific characteristics. General associations can be filtered to find specific characteristics.

Stars example: the stars in the sky are generally associated in constellations. We see the big picture of the stars by seeing the constellations. We use those constellations to find, measure, and navigate by specific stars. Then we roll those measurements up to a meaningful relationship.

The navigator plans his decisions using the constellations. Today, measurement is not the problem. Like our functional systems, modern technology can continually perform these measurements. Depending on the quality of the previous decisions, the decision maker navigator sets the information up in a meaningful relationship.

Likewise, business science had associated the general business entity “constellations” to use for decision making. Like the stars, our business entities are first generally associated before they can be specifically characterized. Like the constellations, our TeamsWin services and products recognize your existing business relationships as general associations that can be filtered to view specific characteristics.

Navigating from the big picture, a business modeler or a decision maker understands the business as a set of business relationships like a navigator looks at constellations of stars in the sky. Constellations (business relationships) are used to define a decision or problem. Like a navigator focuses on a specific star in a specific group of stars, the decision maker filters associations just enough to reveal

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specific characteristics for specific purpose. Starting with the big picture from general to specific, this is a top down process.

One top down (general to specific) example: a specific person is a type of a person. I am Bob Pace and I am also of the type of person called Bob Pace. Like all people I am a unique type of person. Because we have just typified Bob Pace, we can now associate him with any other business entity type, and more importantly his information can now be associated with any other business entity. If we forced Bob Pace into one type of person like accountant, then we could not see him also as church member, skier or softball player. Because we set him up of the general type Bob Pace, that type Bob Pace can be associated with any other general type business entity and we can then filter down to a list of all the specific accountants, skiers, or softball players for any person, place, thing or event.

This top down navigation concept is an important concept in information organization that allows us to generally associate business entities and then use those associations to filter down to the specific characteristics of those associations required for each decision. In the information age, our functional systems are already doing the specific measurement and setting up the constellations or entity types. After TeamsWin transforms our functional information into business relationships, all we have to do is filter the constellations.

Balance and scope, how far down do decision makers filter? Like the navigator, they filter down just enough to see the stars objectively and get to where they want to go, without unintended consequences. Balance and scope is important. We balance motivation, quality and profitability by focusing on “stars” or entities from each of those areas for each decision. Scope the problem with broad entity types, the broader the type the bigger the picture. To avoid information overload, use your existing relationships between entity types to expand the scope. Keep the focus objective. Focus on effectiveness not efficiency. The required scope of each “star” (or “entity”) is independent of the other stars. Like navigating by the stars, our functional systems automatically measure each entity separately, and all we have to do is scope each entity type to avoid unintended consequences.

### Big Picture Information Organization

Since the “Big Picture” is the perspective you get when you view business relationships, those same relationships are the keys to big picture information organization. The problem is, they are not the keys to functional information organization, the source of all this information. TeamsWin Services and Products transform functional information into your existing big picture relationships.

### Big Picture Example

Let’s say you want to see the information you have collected about the relationship between two people. You have collected a lot of information about these two people and their associations with your other business entities. Using these associations, we can easily filter that information to show where they are both directly and indirectly related.

If you have functional systems that pay your employees and help you provide a product or service, here is a review of what you probably already collect. You

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have collected their names, their places or where they work and live, their motivation (pay) which may include their plans and commitments and your plans and commitments for them and the history of those plans and commitments. You have collected a history of their work and what they received for that work. You have collected a history of their product or service, their processes (direct requirements input and product output), and the facilitation they need including: activities, assets, equipment, space, and events. You have collected financial information by department, location and center or sub account, so you can relate each of them to your profitability.

For all these things you have collected, you have also already typified or categorized them in your everyday functions of providing products or services for others and paying your employees. You have collected a lot of information about these two people and their associations with your business entities. You have collected this information and these relationships, but without our help or an extremely expensive system you can not see this information organized by these relationships.

Using our TeamsWin products and services it is easy to use these associations to filter top down to everything you know about the relationship between these two people.

## **The Big Picture–The Business Relationships**

No matter what the subject, the “Big Picture” is simply a view of business relationships, a view you do not get looking at functional system information. In this document we described all those relationships as relationships between types of people places things and events. We emphasized planning for decision effectiveness. Since we already have all the information available, now the problem is balance and scope. We mentioned scoping each entity individually. We talked about the importance of working top down and not too far down, keeping balance between quality, profitability, and motivation and the scope large enough to avoid unintended consequences.