

Multimedia Dictionary Intro

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Business Rules

A business model produces a dictionary that defines the words of a specific business. Definitions relate words. Definitions define words by showing them in context with other words. A business model produces a special kind of dictionary that not only defines the words, but can display all the views of those relationships. Another word for relationship is rule. Those relationships therefore define the rules of the business, or all the roles the words play in the business.

Ski Racing Rules

In building my multimedia dictionary for ski racing, I was able to begin with the rules for ski racing, the international skiing federation (FIS) rules. In any other business, I would discover those relationships or rules in the reports the owners use for decision making. Either way the result is the same, a multimedia dictionary uses those relationships as filters for views the business.

Schweitzer Multimedia Dictionary

So far the ski racing dictionary is not complete. Yet to be added are the web links that will provide the media (video and pictures) for those words. Plus, things like the definition of the ski racing business at Schweitzer will be added. For example the geographical (GIS) elevation mapping of all the runs will be used to display each approved downhill, giant slalom, super-g, and slalom course approved at Schweitzer. With this kind of information organized with the international FIS rules, and Schweitzer's local management rules, then the various check lists can show people exactly where to drop off and pick up equipment, for example. Hopefully the views of the FIS rules I have already prepared will show the potential of a Schweitzer multimedia dictionary.

Team Roles Defined

So far I have built a multimedia dictionary for ski racing without any links. The definitions in that dictionary define the rules of ski racing and the roles people play in the business of ski racing.

Teamwork Measurement

As we flesh out the model, there will be several views of the checklists from where they fit in the big picture down to a small list to take onto the hill. There should be pictures of everything they need, and pictures of where they need to go. With multimedia over time there will be a record of all the roles people have played, and the measured results of those team efforts. I believe this method is the only way to measure

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teamwork. When everyone on the team knows both the team and their special role on the team, teams win.

Summary:

The purpose of this document is to use my business model of ski racing to introduce people to the idea of a multimedia dictionary. Like any business, ski racing requires teamwork and teams work when everyone on the team knows their role and how it fits into the big picture. Business rules (in this case ski racing rules) presented as a multimedia dictionary produce a business model that can be easily filtered to produce check lists (with pictures) for each stage of planning and production.