

Layman Communication, Black Box, Need to Know:

5/13/2019

We have agreed to have a face-to-face meeting after Tom gets back. I will be there, but first I want to say something about communication.

Planning to do business is business modeling. Because business brings together people with different gifts and abilities, it is always done in layman communication, or black box, or need to know. Unless we are responsible for a process all we need to know is what goes in and what comes out of the various “boxes” or processes of the business. The same for entities or things of the business. All we laymen need to know is the relationships between the things (another form of boxes). However, everyone should know all the boxes (their relationships to each other or what goes in and out). Nowadays, a business model or a strategic plan is a multimedia dictionary that must be complete and understood by all before any discussion of goals and objectives.

This business model or multimedia dictionary is easy to create these days because we can write a technical document with links to all the terms that would need explanation. Before any discussion of goals and objectives, everyone should have links to all the processes and their machines; including, all the types and subtypes.

Business modeling is my business. Layman communication is not deep. Everyone can understand. Using this technique, I have been able to understand and get anyone to understand the most complicated businesses in the world (airplane manufacturing, sky scrapers, transportation, surgery, and medicine).

The face-to-face meeting will not be very productive until we all have those links. I plan on interrupting whenever I hear a term that I do not understand. Plus, I bet a link would help me much more than any face-to-face explanation.

Layman communication is Business Science: the language of bringing people together.