

CHAPTER 1 BUSINESS

The Webster dictionary defines 'business' as "A matter or an affair that engages a person's time, care and attention; that which one does for a livelihood; occupation; employment".

Look up similar words for "business", and you will uncover the following: An Affair; Bargaining; Barter; Calling; Company; Concern; Corporation; Craft; Employment; Enterprise; Family; Firm; Industry; Interest; Job; Matter; Mission; Obligation; Occupation; Office; Operation; Organisation; Partnership; Position; Profession; Pursuit; Racket; Relationship; Sector; Syndicate; Trade; Transaction; or Vocation.

Not bad for one tiny word! A business therefore seems to cover just about every facet of life.

Thousands of books have been written about businesses. Topics range from:

- What they have been;
- What they are;
- What they should be;
- Why they succeed;
- Why they fail;
- How businesses evolved;
- What impact they have on society and the environment;
- What qualifications and qualities are necessary to run a business.

If you had the time you could read Socrates, Plato or Aristotle as well as the contemporary writers like Peter Drucker and Michael Porter to get a deeper understanding of the meaning of business.

Let us start by identifying what all businesses have in common, what makes a business "tick"!

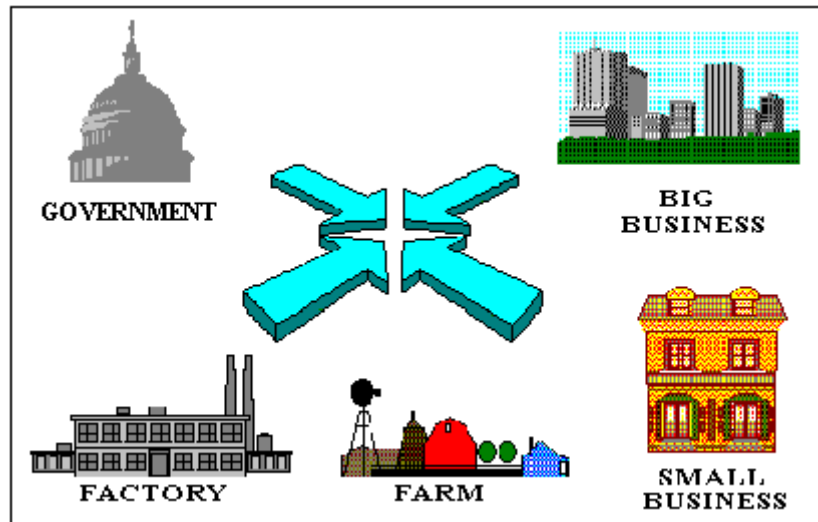


Figure 1 Businesses

If you break a business down into its components and examine each one, the answer should be that “PEOPLE” are the most essential thing that all “businesses” have in common.



Figure 2 People

Simplistic as it may seem, no animal, or group of animals (however skilful) has ever been known to conduct a business! Although some machinery may run a business, they still need people to design them, switch them on and possibly operate them.

Now people are different in so many ways. They come in all shapes and sizes; ethnicity; colour, have different belief systems: religions, political, social. Have different cultures, values etc.

What is it that all people have in common? You could answer: A body, one head, two eyes, two arms etc, however, let us establish

that the only common part of a person that we are interested in, is the “mind”.



Figure 3 Minds

The mind is used essentially for thought and thoughts can be portrayed in a number of different ways.

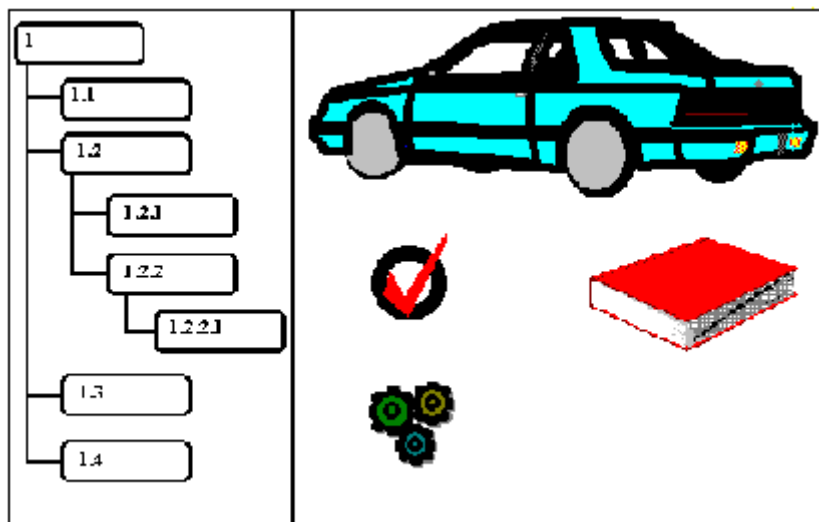


Figure 4 Thoughts (Imagination) Create Pictures

People think in lists (left) or objects (right) or both. Regardless of how they think, people need to communicate their thoughts.



Figure 5 Communication

We need to communicate our wants, our feeling and needs, etc.

As there are not many telepathic people in this world, we communicate in a number of different ways. We can:

- Speak to people;
- Write to people;
- Do charades;
- Etc.

Having projected our thoughts, we hope that it will be received and understood by the other party.

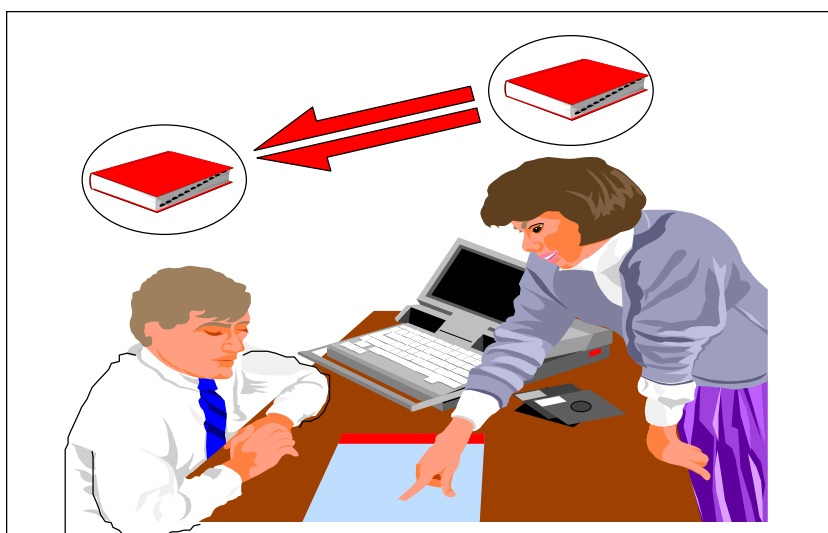


Figure 6 Duplicating A Communique

Now, not everyone will “agree” with everything you say, (conflicts are bound to occur from time to time), but that is not the issue here.

Can you imagine what would happen if the message “Send reinforcements we’re going to advance” was interpreted as “Send three and sixpence we’re going to a dance”.

Let us now broaden the paradigm a bit and find out how people, minds, thoughts and communication effects a “business”.