

Subjective Perceptions vs. Objective Models

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The purpose of this document is to describe to business owners the power of business models. The subject of this document (Subjective Perceptions vs. Objective Models) reflects the problem of information overload. Without the integrative power of a formal business model, the owner is forced to base decisions on subjective perceptions. TeamsWin (Information Heavylifting) Database Services provide business owners with his (his or her) objective business model that currently lays hidden in the owner's reports.

Perceptions vs. Objective Oriented Scorecards

The output of our services and the owner's view of his business model will usually be scorecard and dashboard type worksheets that will organize information for decision making. Business models organize information by objectives. In other words, from his scorecard the owner will see relationships (rates and factors and their trends, with pictures) between people, places, things and events of his business. Over time those rates and factors will show cause and effect, helping him improve his commitments.

Business Objects and Objectives for Teamwork Measurement

The secret to the power of a business model is that its measurements are 100% objective. In other words, they come from and can be linked to reported information. Even though some of that information is focused on the future, some on the present, and some on the past, those reports are all objective measurements that report the history of the owner's business model. All we do at TeamsWin is to use our copyrighted general business model to recognize the model hidden in the owner's reports. Because Teams are defined by objective, business models measure teamwork. If based on the subjective perceptions of each member of the team, teamwork is very difficult. A formal business model will make sure each team member understands the owner's vision, the big picture. Team roles will be defined by the owner's vision, and within his vision submissive but expert authority will be trusted for improvements. Therefore, because they are objective rather than function oriented, business models measure teamwork.

Summary: Perceptions vs. Models

The purpose of this document is to describe to business owners the power of business models. Without the integrative power of a formal business model, even the owner is forced to base decisions on subjective perceptions. The subject of this document (Subjective Perceptions vs. Objective Models) reflects the TeamsWin solution to information overload, Information Heavylifting.