

The **WHY-Code**™ - a fundamental Code of Knowledge™

At Knowledge Genes, we believe there is a fundamental Code of Knowledge we call the WHY-Code. This approach enables knowledge to be externalised, documented, shared and learnt much faster and much more effectively than when using conventional text, conventional process maps, or other methods. It provides simplicity and clarity and avoids ambiguity. It's focused on the fundamental question **WHAT**, **HOW** and **WHY**.

1 The Code of Knowledge™ is made up of two dimensions

The horizontal dimension is used to map behavior.

It is made up of the answers to the fundamental questions **WHY** and **HOW** - these questions are opposites of each other.

WHY ◀ ▶ **HOW**

WHAT-IS



WHAT

The vertical dimension is used to classify actions of the same type into a hierarchy.

It is made up of the answers to the question **WHAT** and its opposite **WHAT IS**. Behavior is inherited down this hierarchy.

The two dimensions form a matrix and each cell of the matrix sets a context.

It is a combination of these matrices that sets the specific coordinates used to interface with the world of information and applications.

The next 5 points summarize further aspects of the structure. But if you'd just like to skip to the last point - **how this helps people understand and control things** - then please proceed to point 7.

2 At the center is a human action, a technology action, or an action of nature

The basic building block is an action - anything we do in our lives or at work OR any action in a naturally occurring process.

Action

Everything in life is made up of process - the tangible things we see around us are simply the result of process actions and mapping our world this way improves understanding.

It is to these actions that **WHY**, **HOW**, **WHAT** and **WHAT IS** are connected.

3 Knowledge can be quickly understood and replicated with high fidelity



The secret of knowledge sharing is the speed and quality of replication - for us as in naturally occurring processes.

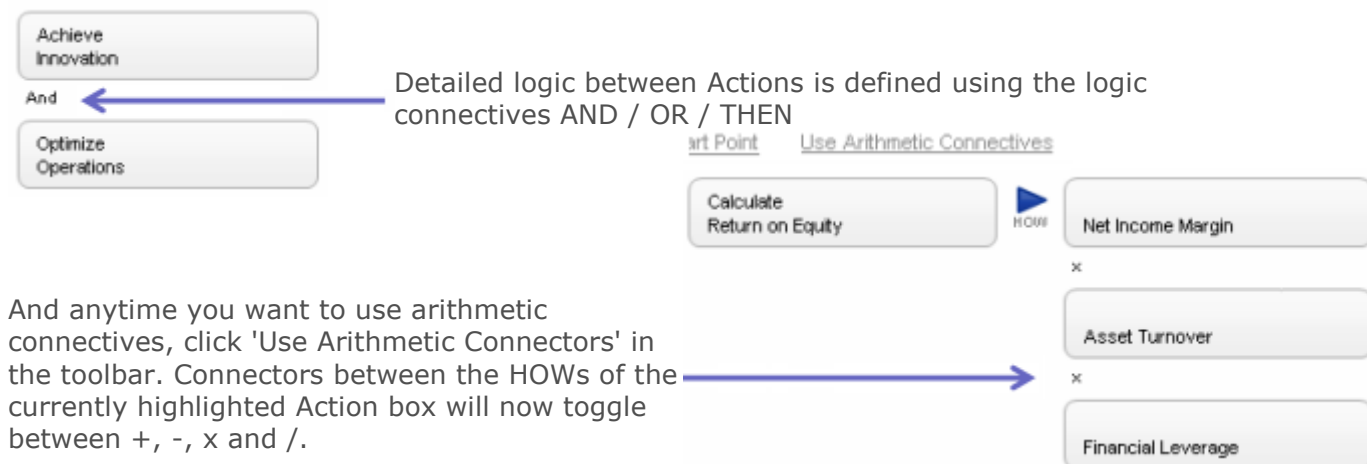
The code of knowledge allows us to codify knowledge so that our best knowledge can be quickly and accurately replicated.

4 Knowledge Genes®

Actions are connected using the **WHY-HOW** and **WHAT-WHAT IS** dimensions to create Knowledge Genes® - components of knowledge on specific subjects ...



5 Logic connectives & calculations

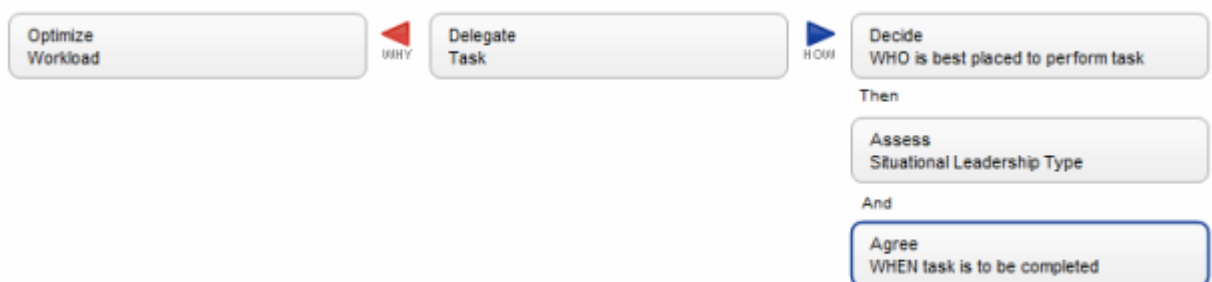


And anytime you want to use arithmetic connectives, click 'Use Arithmetic Connectors' in the toolbar. Connectors between the HOWs of the currently highlighted Action box will now toggle between +, -, x and /.

6 Implementation questions

WHO, WHEN, WHERE

The 'implementation questions' (WHO, WHEN, WHERE) are simply special cases of the ACTION - they are not fundamental questions in the Code of Knowledge.



SUBJECT

The responsibility for executing an ACTION is defined by including a SUBJECT - a

function (e.g. Marketing) or a system name - in the action description...

