



Better knowledge sharing, better process

Imagine the impact if everybody had a shared understanding of exactly **WHAT** they need to do, **HOW** to do it and **WHY** it needs to be done.

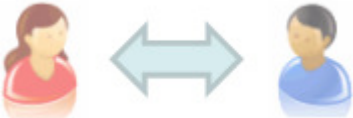
The first question Peter Drucker

"There is surely nothing quite so useless as doing with great efficiency what should not be done at all."



*"The first question in increasing productivity in knowledge and service work has to be: What is the task? What do we try to accomplish? **WHY** do it at all?"*

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.

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