The WHY Code - a fundamental Code of Knowledge

The WHY Code was invented to help users:

- Better externalise, document, and share knowledge

- Better orchestrate an organization

- Better access and navigate information

- Learn faster and more effectively.

The WHY Code seems to improve on conventional text, conventional process maps, and other methods in helping users achieve the above goals. It seems to provide simplicity and clarity. It seems to help avoid ambiguity and verbosity. It certainly enables users to discriminate between those that know and those that just waffle. It's focused on the fundamental learning questions WHAT, HOW and WHY.

Because of its extraordinary simplicity and power, the WHY Code can act as standard protocol for knowledge codification and sharing.

① The WHY Code 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 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. 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 approach. But if you'd just like to skip to benefits, then please proceed to point 7.

② At the center is a human action, a technology action, or an action of nature
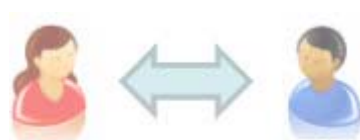
The basic building block is an action - anything we do in our lives or at work OR any action in a naturally occurring process.

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, and WHAT 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 humans and for naturally occurring processes.

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

④ WHY Maps (Knowledge Genes)

Actions are connected using the WHY- HOW and WHAT dimensions to create WHY Maps (sometimes called Knowledge Genes) - components of knowledge on specific subjects:

Maximize Customer Acquisitions	◀ WHY	Maximize Customer Value Proposition	▶ HOW	Achieve Innovation
And				And
Maximize Customer Retention				Optimize Operations
				And
				Optimize Post-Sales Service

⑤ Logic connectives & calculations

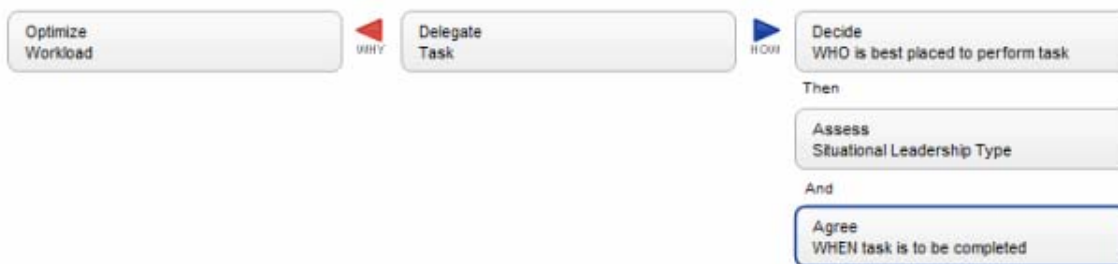| Achieve Innovation |
|---|
| And ◀— |
| Optimize Operations |

Detailed logic between Actions is defined using the logic or arithmetic connectives (AND, OR, THEN, 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 WHY Code.

Optimize Workload	◀ WHY	Delegate Task	▶ HOW	Decide WHO is best placed to perform task
				Then
				Assess Situational Leadership Type
				And
				Agree WHEN task is to be completed

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:

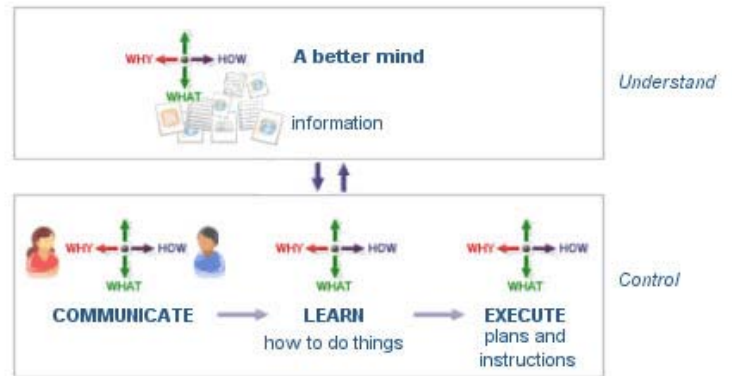| Maximize Sales	▶ HOW	MARKETING Maximizes Leads
		Then
		SALES Convert Leads

The implementation on *The WHY Organization* website automatically parses sentences into the different SUBJECT, VERB, OBJECT components saving users the need to do so. A manual override is also available.

7   Why use the WHY Code

Life is all about understanding things and
controlling them - In personal life, in business
and as a global community.

It is believed that people UNDERSTAND by
creating and improving mind maps (conscious or
unconscious). Using the WHY Code, this mind
map is organized around the fundamental
learning questions WHAT, HOW and WHY.

When things are better understood, they can be
better CONTROLLED...

The clear thinking approach of the WHY Code has been created to help people better COMMUNICATE. It focuses on
the fundamental questions that need to be answered - WHAT? HOW? WHY? In today's busy world, most people do
not have time to waste on longwinded communication.

It seems obvious that when we LEARN, our brains internalise how to achieve a purpose. It therefore follows that
learning techniques not so focused are ineffective. The WHY Code is therefore all about purpose-driven learning.
Building your own WHY Map on any subject will force you to learn efficiently and thoroughly. And you can use other
people's WHY Maps to immediately execute a task with significantly reduced learning time.

If you (or your team) have clarity of purpose - WHAT you are trying to achieve and WHY - then you will obviously
EXECUTE better. Any WHY Map can be used as a template for day-to-day execution of knowledge-intensive
applications. And for more complex enterprise applications, individual components can be written to enact any part
of the knowledge structure, orchestrated by the WHY Code.

Information from the Web or corporate web is automatically indexed into each WHY Map so that your information
map (schema) is automatically 100% aligned with your mind map, potentially giving faster and more effective
information access.

The WHY Code was invented by Trevor Davies, founder of Knowledge Genes
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