

Resonating~Business

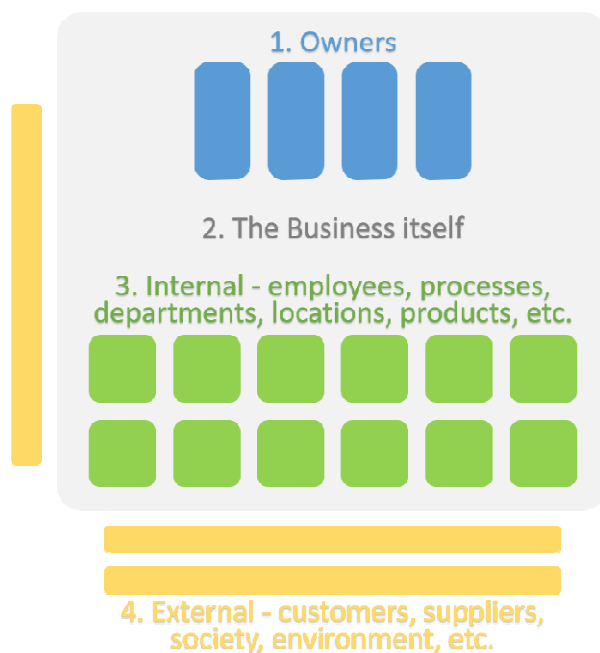


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It's~A~Resonating~World

The world works by Energy, Frequency, and Resonating as Nikola Tesla described. This applies to the **management and operation of a business**, providing a new perspective, new tools, and a new language for understanding and running the business. We can look at four levels of a **Resonating~Business**:



1. **Owners** - on what frequency does each Owner operate personally and as an Owner, how well does each Owner resonate with the Business, what are the differences in frequencies between the Owners, etc.

2. **The Business** - the frequency of the Business itself as an Energies entity

3. **Internal** - the vibrations of the people, the processes, the products, the facilities, and other internal elements, and how these interact

4. **External** - the frequency of the Business and how it resonates with customers, suppliers, the society in general, the environment, etc.

The results of viewing a business from the perspective of Energy, Frequency, and Resonating are fundamental to the business:

- Identify the **Natural Frequencies** that are operating in the business and distinguish them from the **Forced Frequencies** ("noise") that is taking place. This provides a goal for running the business with a high degree of efficiency, development of critical activity, and reduction of unnecessary activity.
- With the Natural Frequencies identified, we evaluate the degree to which they are **Resonating** and create points of Resonating among the elements. This leads to alignment and synchronization between all of the aspects of the business.

While it is most effective to view the business as a whole in terms of its being a **Resonating~Business**, the four areas defined above may be reviewed sequentially. It is critical that the **Owners** are the focus of the first step in this process, as the desired Frequency of the business is set at this level and the remaining levels will be evaluated related to this. This first step may also include the top management team and the **Business**, and the results of this step alone may have a meaningful impact on the management and operation of the business.

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