## **Product**

All products and services that the organisation offers on the market. Everything that generates revenue.

#### **Process**

All activities and internal processes ranging from technologies and work flow to services like marketing and merchandising. All activities which are not being monetized directly.

## Organisation

The internal structure including powers of decision making, as well as the employees and company culture and organisational identity.

#### Market

The clients, as well as potential customers. All basic needs that the current and future customers have. The business areas as well as competitors of the organisation.

## **Economy**

Economic and commercial law set-up, trade agreements, structural developments (such as sharing, social business), cooperations, direct interactions between the organisation and the state or government.

## Society

Society's common agreements, attitudes and developments (trends) overall as well
as in sub-systems such as
politics, religion, education,
health. Areas like mobility and
ecology are comprised by this
sphere as well, unless they are
part of the business area of
the organisation.

### Humankind

Basic needs and desires for self actualization of society's individuals, as well as the self-image of humans. This sphere does not refer to clients or society's trends like ageing and individualisation.

# Nature

All elements, forces and processes on earth, such as animals, plants, soil, landscape, water, air, climate.