

# **THE SYSTEM**

## TRADITIONS

1. With regard to small money (\$2 per person): Traditionally, Bottoms and Middles have none; Tops have it all.

*Traditionally, the small money fund has been used by Tops for ORGANIZATION STAR awards. Periodically cash awards are made to members of the organization -- from any level -- for outstanding contribution to the organization.*

2. With regard to shoes: Traditionally, Bottoms wear none; Middles wear shoes; Tops wear shoes and are the keepers of all other shoes.

*Traditionally, shoes have been used by Tops as a means of acknowledging or rewarding selected individuals in the system for their outstanding accomplishments or for their significant contributions to the well-being of the system. Traditionally, shoes are symbols of status, indicating outstanding individual achievement or accomplishment.*

3. With regard to territory and movement in the system: Traditionally, Tops have their own location and they can move, without permission, anywhere else in the system. Middles have their own location and are free to move into the Bottoms' territory without their permission, but they cannot move into the Tops' territory without the permission of the Tops. Bottoms cannot move out of their territory without the permission of the Middles.

4. With regard to communications among the parts of the system: Traditionally, Tops can talk directly to Middles and Bottoms. Middles can talk to Bottoms and Tops and to one another. Bottoms can talk to one another and to their Middle. They can talk to members of other Bottom groups only with the permission of their Middle.

5. With regard to traditions: Traditionally, Tops have been the keepers of the system's traditions. They have the authority to maintain the traditions as they are or to change them.

## WHAT DOES THIS SYSTEM DO?

σ The name of the system is CREATIVE CONSULTANTS, INC. (CCI).

σ CCI was organized around the following mission as articulated by its founder:

“To create a profitable enterprise whose purpose is to make the world a better place by applying human intelligence and creativity to problems large and small.”

σ CCI offers its creative services to a variety of organizations and institutions.

σ The structure of CCI is:

- The Tops have overall responsibility for CCI.
- Each Middle has supervisory responsibility for his or her Bottom group.
- Bottom groups work on projects as designated for them by either Middles or Tops.
- Traditionally, Bottom group #3 serves a specific function in the organization. Traditionally, it prepares high quality visuals or prototypes that impactfully communicate to Clients the ideas generated by other Bottom groups.
- The others are part of CCI's environment. They are actual or potential customers for CCI's services.
- There is rumored to be between \$250 and \$350 in the economic environment of CCI.

σ The traditional salary structure of CCI is:

- Bottoms are paid at a rate of \$1 per day per group plus individual and/or group bonuses as determined by Tops and Middles.
- Middles are paid at a rate of \$5 each for each 5-day week plus individual and/or group bonuses as determined by Tops.
- Tops set their own salaries and bonuses

σ Currently CCI has one project to work on. It has received a contract from NARM (The National Association of Retail Merchants). It is likely that new projects will be coming in shortly.

σ Although no work has yet been done on the NARM project, NARM has already made a first partial payment to CCI.

σ The NARM contract reads as follows:

- The National Association of Retail Merchants wants to create and institutionalize a new national holiday.
- NARM's interest in this new holiday is the potential it has for stimulating sales for its member retail merchants.
- But NARM wants this holiday to be more than a commercial event. It wants the holiday to capture something which is significant to the American Spirit. They want it to be a holiday which would be widely accepted by the American Public as a day worthy of celebration.

σ Specifically, NARM wants CCI to develop:

- two different possibilities for a new national holiday
- a name and a date for each holiday
- an identification or logo for each holiday (like Jack O' Lantern for Halloween, turkey for Thanksgiving, roses for Mother's Day, etc.)
- some thoughts as to how people might spend these holidays -- activities? special foods?
- a brief and punchy advertising pitch for each holiday that would communicate its importance to the American Public
- a recommendation as to which of the two holidays CCI feels would be most meaningful and most productive for NARM's member merchants.

σ We are now about to enter CCI. At this point Bottoms, Middles and Tops know what the existing contract is.

σ During Day #1 Tops will be unavailable to both the other members of CCI and CCI's clients. Middles will be in charge during this day. Tops will be using this first day to review and clarify their mission and to organize themselves for the work to be done.