



MENTAL WORK

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1 EXPERTISE-DRIVEN BUSINESS PROCESS



WHEN MENTAL WORK IS A CRITICAL FOR BUSINESS

What does it practically means - business practice **based on knowledge** and expertise?

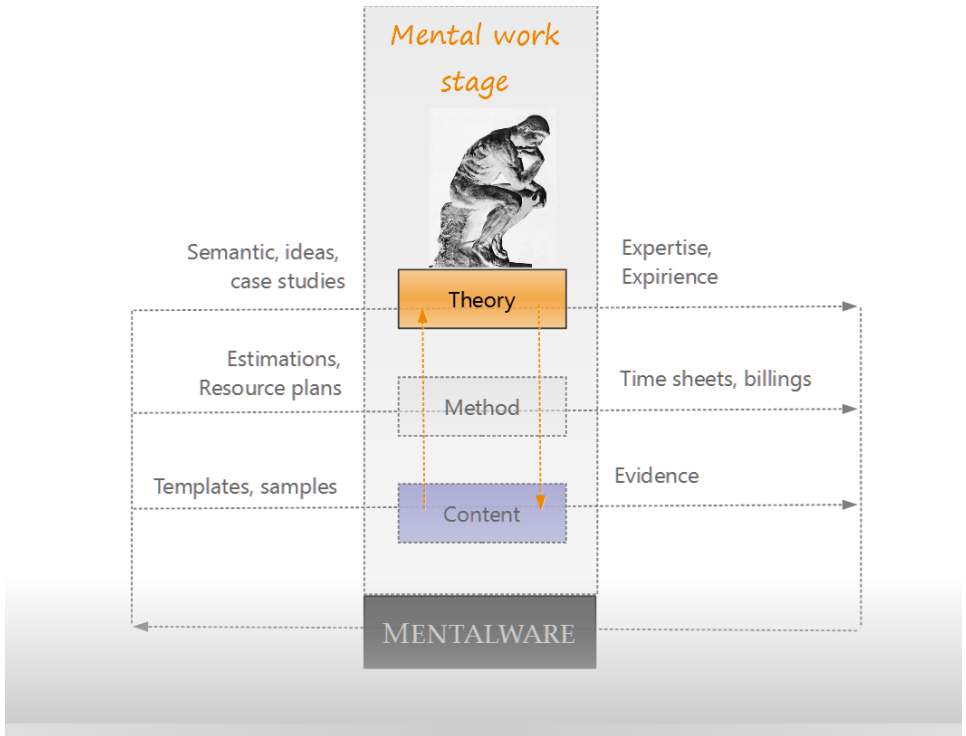
That is when then most critical business processes are **driven by expertise** and **mental work become critical** for business.

This means **live mental work** and does not mean fossilized in form of hardware and software wich can processed terrabytes of information out of mind.

This is the case then information tehcnologies should be an ecosystem for thinking, growing expertise and knowledge in minds.

We define this technological environment of mental work as a mentalware.

2 MENTALWARE LIFE CYCLE



MENTAL WORK IS A MAIN REPRODUCTION STAGE

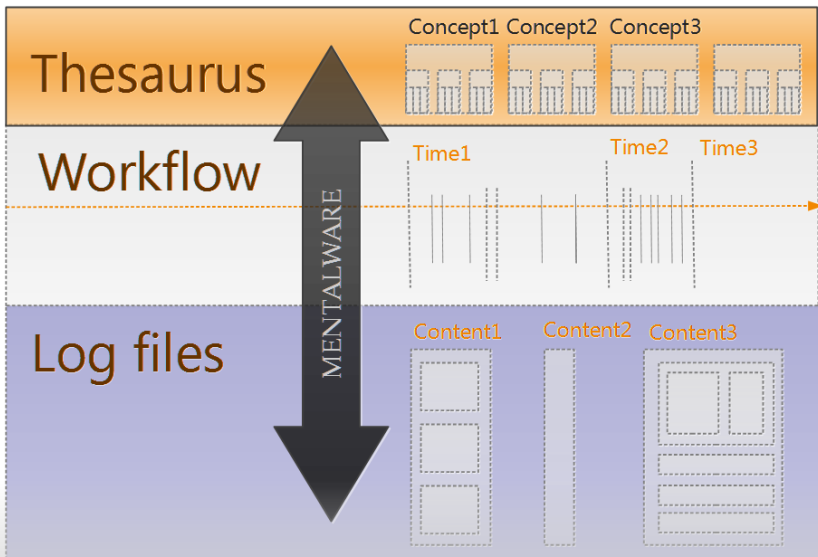
The main stage of **mentalware life cycle** is a mental work of thinkers.

Mentalware is used as a source and canvas for thinking and **reproduced** during mental work as a new print of expertise and practice for further usage.

Mental **Workflow** is structured with **Thesaurus** on the top and traced with **Logfiles** on the base of process.

3 MENTAL WORK LAYERS

Mental work layers



CONCEPT+TIME+CONTENT SANDWICH

Certainly we stratify not a mental work by itself but model view of this process.

Using this approach we can improve efficiency of a real mental work of thinkers that is critical in expertise-driven business processes. So, here and below "mental work" means this model.

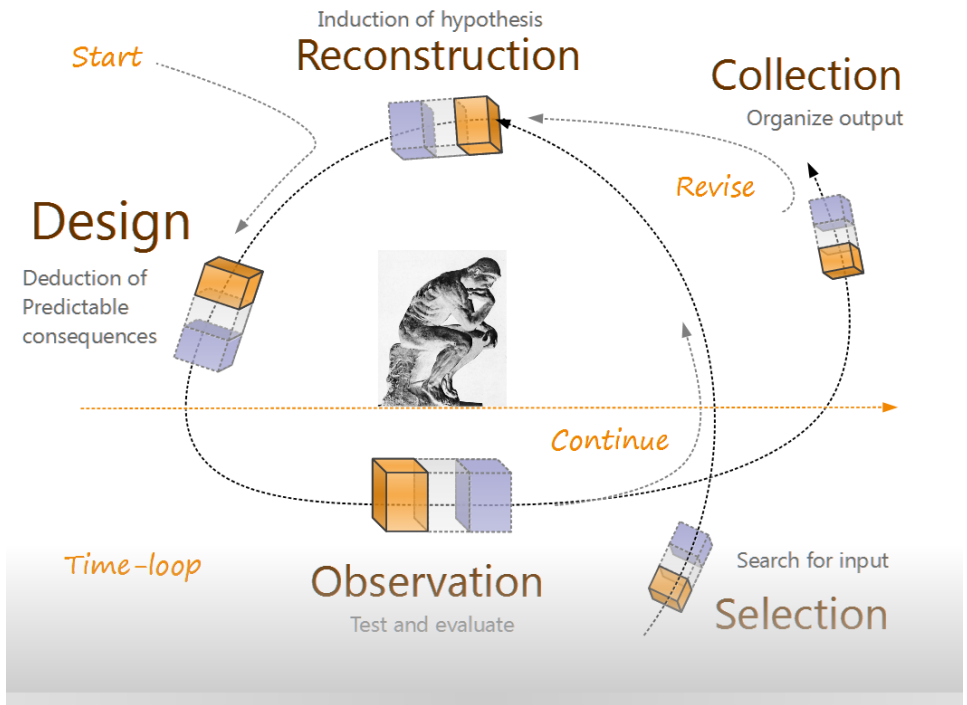
On the top of mental work all concepts and semantic are collected into **Thesaurus** in order to structurized all the rest information and increase it is conducting power to mind. **Mind maps** are a good sample and visualization form for Thesaurus.

On the base of mental work all content and meida are collected into **Log** in order to have arguments and data to support concepts and make decisions.

In the middle of mental work we assumes a **Workflow** - the main mind process in time, consisting of decision making based on logic of existance, empiric facts and calculations.

Workflow structured with terms and background from thesaurus (existance logic skeleton) and filled with log content (practice body).

4 TIME LOOP



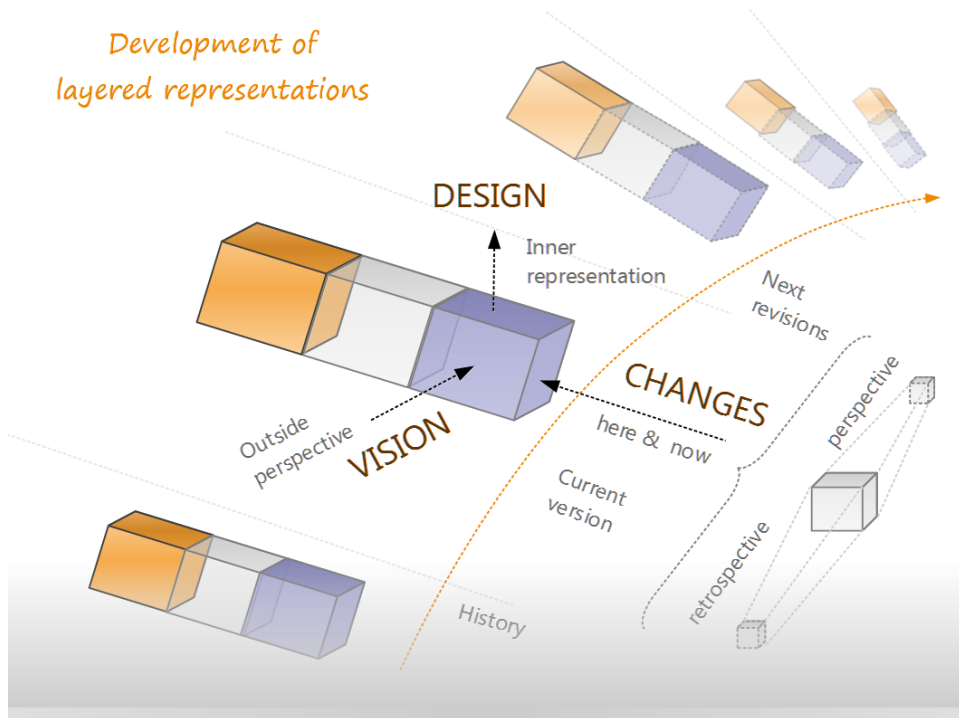
LAYERS ROLLED IN TIME

The loop of mentalware cycle is rolling around mental work and consists of the following stages:

- **Design.** The main thinking stage. Mental work started from it and each loop contains it. Thinker fixes the core concepts and hypothesis and deduces all predictable consequences. In each moment of time all layers are changed together with no or small relation to mentalware timing. The most of changes are going from concepts to content through methods.
- **Observation.** The main empiric stage for test, research and other experience. Here the mentalware time comes to direct contact with real time of thinker and vice versa. Stage is finished with evaluation of results.
- **Collection.** All recorded content, methods and facts are collected, organized and prepared for publication. Here the time

5 DYNAMICS

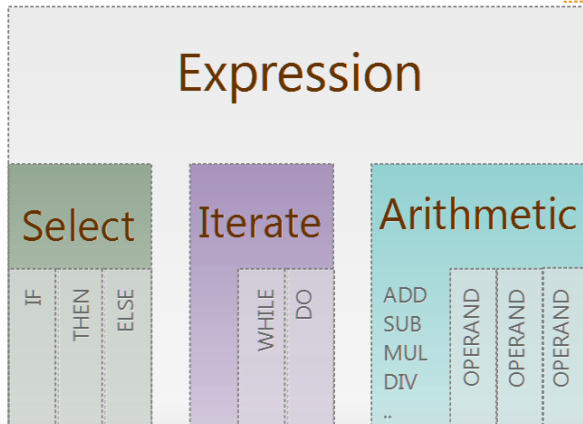
*Development of
layered representations*



IN WHOLE AND FOR REPRESENTATIONS

6 EXPRESSION

What do you think about it



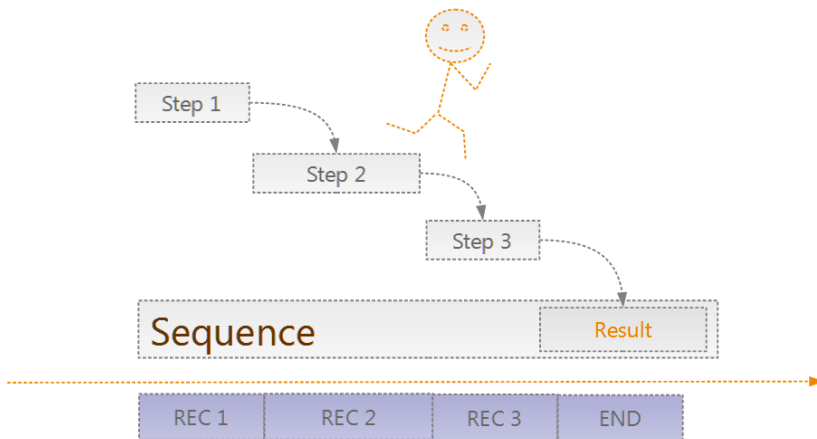
Expression - this is the combination of terms (with backgrounds). Expression can be treated as guideline to percept or analyze object or fact needed to express another entity. This make mentalware expression similar to **mathematical expression**.

As well as **computing expression** terms of mentalware have associated value that they return after thinking. This value is formal sign used to control workflow.

Each mentalware expression should be a **thought** as uttering in regular language.

6.1 ORDERED SEQUENCE

Step by step



Keep order

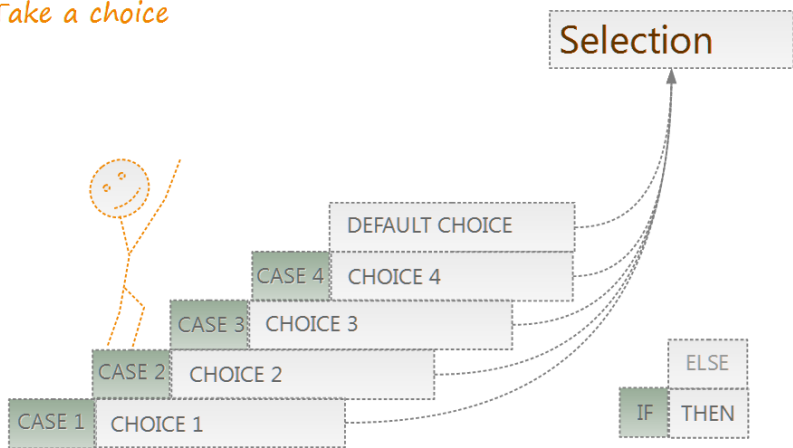
Save state and log results

Time planning — critical, ribbon, adaptive

STEP BY STEP CONSIDERATION

6.2 SELECTION EXPRESSION

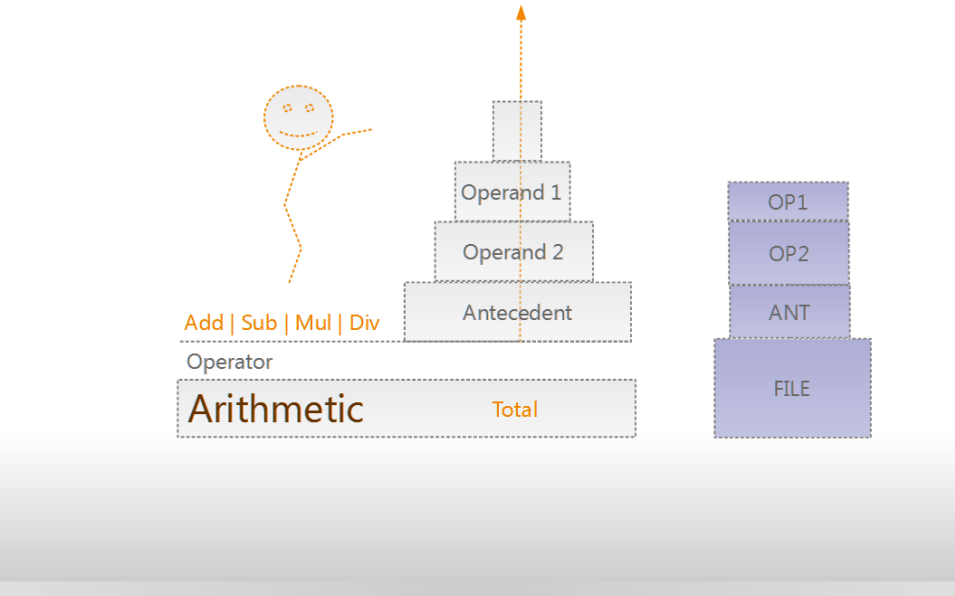
Take a choice



TO TAKE A TERM FOR CHOICE

6.3 ARITHMETIC EXPRESSION

Operate with operands to get results



CALCULATE TERMS