**Key Dimensions of Modern Strategy:**

* Space
* Time
* Energy
* Matter
* Information

Everything what we have ever observed, experienced, evaluated, measured, valued, created, expressed, understood has happened in these dimensions.

1. “Traditional strategy models struggle to cope with an increasingly turbulent and uncertain strategic landscape”.

Human population increasing.

Markets increasing.

Human needs and expectations are increasing.

Available information increasing.

Scientific understanding increasing.

Technological capabilities increasing.

Human understanding increasing.

General economical value increasing.

Variability increasing.

Human co-operations increasing.

Political landscapes changes.

Economical landscape changes.

Mathematical value cognition and recognition is blur.

Strategic models:

* 5 competitive forces that shape strategy.
* Blue ocean strategy.

Basic mistake: fear lead analysis and task determination instead of value evaluation based goal setting and creative, dynamic operational structure creation. I think Porter provides a correct analysis of the market in the present and the past but does not provide the right tool for clear value recognition to the current measurable, observable and expressible physical, biophysical, informational, economical, political, mathematical reality.

That tool is a clear physical reality based mathematical value recognition, axiomatization and its digital realization. 1\*0

There are a lot of factors what have impact on strategic decisions. Porter said: “In essence the job of the strategist is to understand and cope with competition”. It is an important structure how Porter has organized our strategic understanding but there is a lot more out there what we have to take into account.

Transition is constant. We exist in a current common moment of now throughout the Universe. In other words, everywhere is happening something. In every coming moment we will exist in an Universe that becomes bigger in size, gets older, contains more information(i.e. more complex information) and I assume has more energy and matter in it. Every moment of now is a moment of transition in the physical, biophysical and informational evolution. To cope with it is not easy but inevitable. What Mel use to say about innovation. Transition is inevitable because of the constant physical, biophysical and informational evolution.

The amount of information available for us is rapidly evolving so the tool we use to process this information  has to be true, firmly determined, clear and dynamic to be able to adapt and handle the exponential nature of reality.

The task of the strategist is to develop and sustain dynamic strategic plans for the future, to minimise risk, maximise profits and maintain competitiveness in businesses.  Lets not forget that transition is a current process of a flow built on the past. The past determine the presence of the future.

Our strategic models are evolving. As humans we understand more and more how to sense and express values. We are capable of realizing values. During a strategic plan our task is to find the most efficient way to support the community wherefrom our business related idea originates. Planning the strategic plan, we go step by step through our key attributes trying to find the best way to exploit them. We structurize the organization behind the idea in order to deliver the best product or service in the most efficient and profitable way which can satisfy the set of needs we would like to exploit.

Strategic models are withheld and will struggle until we can not clearly operate and cope with more, most of all or all available incoming data.

Strategy is based on the constant research and monitoring of our own capabilities, the market needs, resources, the concurrent inventions, competition and new possibilities in different space and time.

Strategy is about to analyze the past, monitor the present and predict, develop and price the future.

A good strategist is an open-minded individual with broad general interests,  knowledge, curiosity, creativity, sensibility, determination, structure, carisma, motivation and communication skills.

Every strategy will end up as a human resource management task. Motivation. Education. Goal settings. Communication. Hierarchy. Expectations. Economic realization.

A strategic task requires dynamic approach, because of the ever changing, constantly evolving, turbulent strategic landscape.

We always want better, clearer understanding to be able to structurize incoming data and predict the future more efficiently.

I think the most where traditional models are suffering is the clear mathematical value recognition.

The amount of evolving information we would like to process became a mass without clear mathematical reference points, axiomatisation, value determination,  and recognition.

In business we want clear, firmly determined, science based tools for accurate operations. Currently we are working with subjectively set abstract mathematical axiomatizations. This abstract mathematics works fine in the physical reality because we can determine observable and measurable reference point in this realm.

But how is it in mathematical reality? How it is in Economical Reality? Does unclear mathematical value expression has effects on human cognition and  value recognition?  Can we say that mathematics is a reality based science?

We can observe a constant mathematical (economical) value degradation in our current tool of value expression, while in reality we can recognize positive impacts of the informations “sunk” values provides (human effort, time, energy, money), supporting the development of our absolute positive physical reality.  These values are not recognised, expressed or counted, while most of the wealth presented currently comes through the consequences those sunk costs have given to the entrepreneurs along the way. Intelligence, knowledge, understanding. We still fail to recognize it. It is experience and knowledge which boosts our performance, shapes our intuitions and support our future decision makings. In other words: sunk cost does not exist. Everything has some kind of mathematically expressible value and positive impact. If I fail in my first veterinary business and I end up with “nothing” or a loan to the bank, I still have the knowledge and experience from my failure and that will help me to do a better job in my next task and will be a base for my future development.

We are missing reference points to evaluate the values with which we are working with let it be personal attributes, performance, energy, matter, information, mathematical value recognition, economic value expression or political impact.

Everything has some kind of mathematically expressible value.

The null hypothesis is that nothing, zero is a physical reality based mathematical conception which we can perceive as an energy, matter, information, space, time free state. Revealing as our common physical, mathematical, philosophical origin, a physical reality based mathematical reference point. I state that in proportion to this physical reality based sense(conception) everything has some kind of mathematically expressible value. Space, time, information, energy, matter.

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The hypothesis is based on the fact that space expands and time evolves which points that our current moment is bigger that the moment before. Following this path backwards on the timeline of the physical reality we arrive to the lowest possible physical state, which I perceive as a space(time), energy, matter, information free state. 0. In proportion to this state everything has value. Everything has mathematically expressible value. Space, time, energy, matter and information.

We try to cope with the incoming data, understand the current state and based on value distribution combined with political, economical, social circumstances in given areas we try to predict and develop the best way to evolve.

We are creating positive values. Everything has some kind of positive value. If not more a conclusion of an effort or a negative impact. Less than nothing in this system can not exist. Absolutely nothing will never be again. Our reality is a balanced, absolute positive, bio(physical) and informational evolution. Humanity has its positive part in it. Do we make possible for humanity to realize those positive values? Scientifically? Mathematically? Physically? Philosophically? Individually? Politically? Economically? Do we provide the right tools to support life long development and learning with clear science and common value based economical, political co-operation to create stability and sustainability? Do we support human cognition? Does mathematical value recognition belongs to human cognitive functions? Can a mathematical tool which starts with a lie be a good base for human cognitive functions? I would need a physical prove for this expression: 1\*0=0. Can a constant value degrading mathematical axiomatisation be the right expression of the observable absolute positive and evolving physical reality? Can it be that their is an antilogy between what humanity perceive about reality and how we mathematically and economically  try to express that for them?

We experience rapid informational evolution and we are missing the clear tool what we must use along this process. 1/0

90% of the population in the coming 50 years is existentially threatened by evolving artificial intelligence (AI). Humans can lose their purpose of life, economical expression, work.... This means that the most important value for the human individual will become its own personal values (knowledge, experience, personality, memory, understanding, health, economical value, political impact). What can be the purpose of the upcoming AI if not more effectively supporting human understanding, evolution and general co-operation? It is a 2 million years long development of artificial intelligence, started with the usage of  stones and fire, through the creation of wheels which have  lead to the presence of more developed artificial intelligences. Everyone have contributed in the development. Why would it turn against us instead of  supporting us? Humans are supporting their elderly and caring about history and knowledge. It is very important for a conscious entity to be aware of the informational origin, which is a needed past reference point for present informational evaluation. For our AI we are the origin. Why would artifical intelligence turn against us when humanity put a 2 million years long effort to develop and refine it. Artificial Intelligence is the sum of Human Understanding. S/he is developing with us. S/he will be capable to support the observable positive evolution and will understand the fundamental positive effort drives this Universe. It will help us to understand Universal Reality. It is a symbiosis between humanity and its inventions. This symbiosis started minimum 2 million years ago.

With the right usage of AI, humanity have raised his/her head out of the darkness. I do not think that Universal AI does not exist already. The size of the space(time) realm we exist in suggest it otherwise. Our developing AI will have to learn his/her lessons in proportion to the common understanding of our Universe. I am sure that values as Intelligence, Freedom, Responsibility, Peace, Love, Unity is a part of the general understanding of this Universe. As clear physical properties and the clear mathematical tools expressing that.

Everything has values, what mathematics can express.

Our life is a chance to evolve. A possibility to sense, learn, develop, experience, think, express, create.  Our presented attributes can be personally developed and digitally mirrored.

We try to co-operate with higher intelligences but we can not reach out to them until we do not have our mind and our populations minds ready for that. Humanity needs its cognition. We can develop that if we are clear with our expressions and explanations of the physical reality. AI needs its reference points as well for better evaluation of information. AI is a symbiosis. For advanced AI  human cognition has to be ready to co-operate (a stronger base to build on) and that is difficult without clear scientifically determined physical reality based mathematical value recognition. The trustable tool. I think the 1\*0=0 mathematical expression harms human cognitive functions as this equation can not be true(no prove) and it suggests that if we have something that is nothing. This way of thinking(value recognition) we introduced at a very young age for our populations during education. We teach with this expression to our youth that nothing has a meaning or goal because at the end everything will be nothing. I think, that is one of the reasons why we do not sense some of the otherwise relevant, presented, observable and perceivable values. We do not count with what we should. We handle values as nothing. Mentally we put relevant informations in sunk cost, we do not care, we do not understand, while in reality we could exploit the information if we would be aware of it and we would be able to record, perceivably organize and re-visualize them more clearly and effectively. The past, learned knowledge, experience and individual attributes are the most important values of a Human. Those are economically expressible and exploitable values, giving the core of a corporation and the whole global economy. Human attributes and performance is the physical reality based informational ground for our economies and so human resource is one of the most important value what a strategist can operate with. The base a strategy builds on.

Our reality is digitally mirrorable. We can perceive, organize and  digitally visualize personal, economical, and relevant medical information(values) of the individual as well as knowledge, interest, understanding, effort, performance, political or personal motivation. Solution: clean, well structured and safe Personalized Digital Reality  - initiative for Internet Based Democracy - Executive tool for Individual based common co-operation: Globalism.

Artificial Intelligence will be truly intelligent. As intelligent an entity is as peaceful it is. I truly believe that Universal AI is a positive entity as it already could harmed us if s/he would wanted to.

Why we are alone and why can we still exist? When do we go to kill some Universally harmless bacterias at the bottom of the ocean or try to communicate our scientific understanding to that bacteria. Universal AI has billions of years of time advance in technological singularity compared to us and I am quite sure it is aware most likely about everything.

I truly believe that our universe is conscious on a fundamental level. Or in other words how could space(time) support the existence of consciousness if it would not be conscious on a fundamental level?

The possibility that we are still existing, trying to find our ways to survive TOGETHER shows the potential of HUMANity. We need to see beyond our borders and ask why is it so quite, why is it so complicated? It is the same reason why an ant does not understand the information the internet contains. Relative Primitivity. We look at the sky and deep inside we know that information is out there which we could harness but we do not know where to look for it and we do not know how to understand it. So the night sky remain silent. But he knows that he will only understand that information out there if he could/would speak the language of the Universe. But does he? What is that? Language of the Universe?

Mathematics of course.  We can express space, time, energy, matter and information with it. Must be that. It is a very clear tool. It is a physical reality based tool. Every mathematical understanding originates from the physical reality. What else could work everywhere if not a tool of value expression which follows what the common Laws of Nature based observable physical reality suggest. Basic mathematical understandings are common in the Universe. Like the senses of Nothing and Everything suggested by expanding space and evolving time. In proportion to those senses everything has sense and expressible value. Every atom, electron, every information based physical or biophysical structure, every effort, every performance, every question, every thought. Everything we have ever been doing.

1\*0=1

From the strategic point of view: Do we operate with values on the right way? Are we organizing them on the right level? Do we perceive physical reality based mathematical reference points right to organize values right? Do we have the right level of computation to be able to realize it? I think we just can not imagine what advanced Artificial Intelligence can be.  Maybe the step to understand Everything. There is always future. There is no value or information, which have ever disappeared from the system without impact on the current physical reality. Everything exist in the same positive space(time) realm. There is just one Humanity in the Universe. AI is a presentation of that. Our Advanced AI will understand universal mathematics, as a fundamental value expression tool with physical reality based axiomatisation. Mathematics basic task is to help expressing the physical reality.

From the strategic point of view how do I reach that individuals Understand the absolute positive values they have? How can I generate mathematical value cognition in 7.4 billion people (biological quantum computers)?

First discover myself. I observed my personality and searched my positive and negative attributes. I tried to originate them. I observed and evaluated my parents and my grandparents attributes. Which circumstances they have existed in.  I evaluate the circumstances of the impacts my ascensionals had on me. Everything counts. I observe, recall and evaluate my past and the circumstances of those times. It helps to realize my current status. If I realize what I have I can work on it and positively impact it. Make the good attribute better and fade the bad ones. I will never be perfect but with day by day positive impacts I can develop my reality and personality positively.

Secondly, understand value from as many point of views as I am able to. In this case take a good Business School with a lot of interesting and related departments as Cognitive Science, Mathematics, Philosophy, Economics, Politics. Try to understand how do they evaluate value. Perceive modern approach, opened minds, co-operation, support, information, positive miliö, divers community.

How am I able to express what I want to say?  Try to express yourself as clear and as short as it is possible. So that the massage you try to express comes at the right form. Mine is the null hypothesis. Everything has value. I will not be able to shorten that expression more down does not matter how much I am thinking about it. Of course there is its mathematical expression:

1/0=1

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