

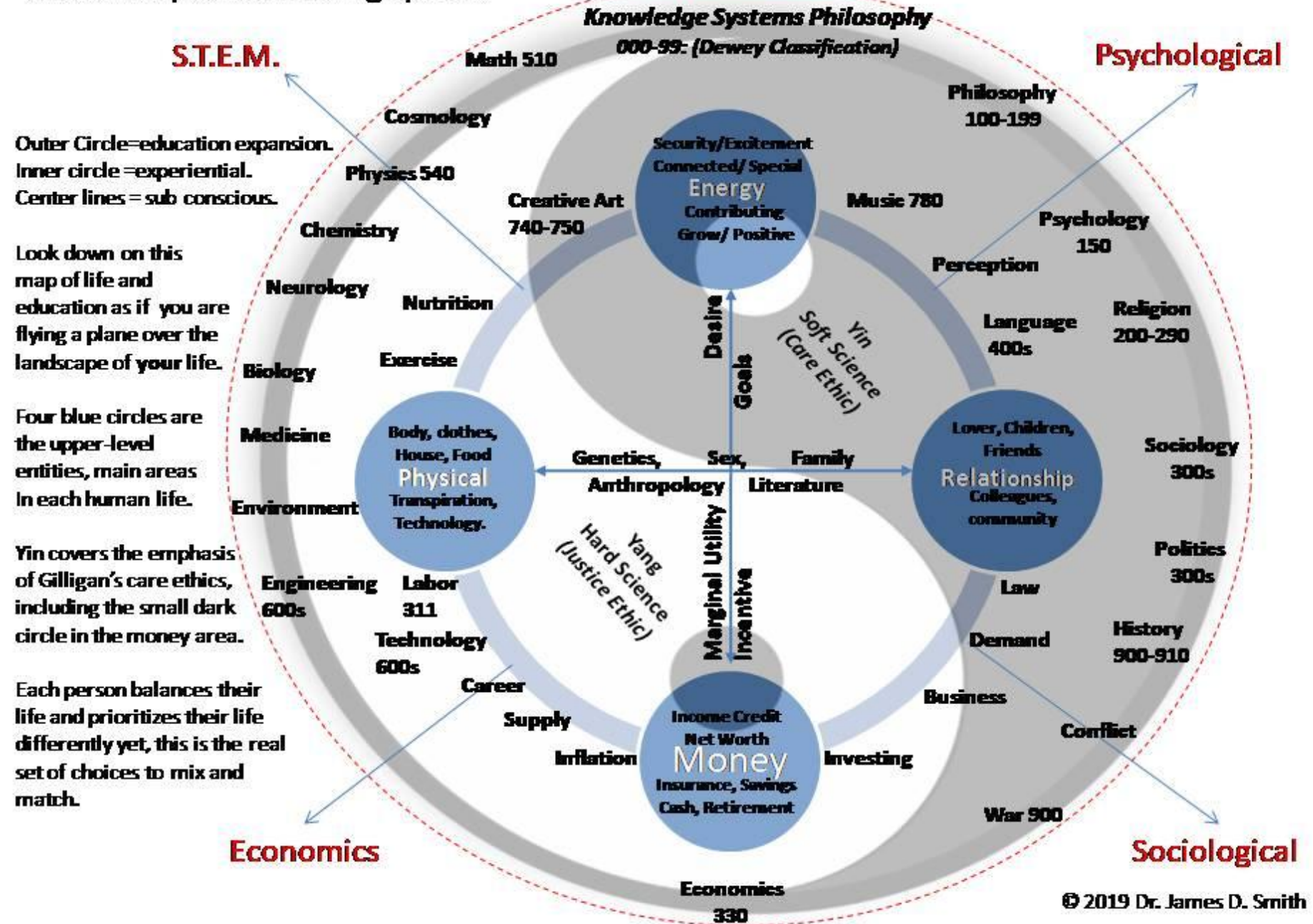
# Objects of Objective Morality

Energy, Mass, People, Money

# The Total Picture

(Please understand the Eastern Dao symbol is a base because they are all interconnected and there are also three- dimensiona with a past history and goals and desires for a future.)

Global Map of Well-Being Spaces



# The Individual Empirical Test

Areas of Your Life	*How satisfied? 1-10	Next step of improvement	**Difficulty of next step 1-10	Long Range Goal in this area	***Your Priorities
Housing					
Transportation					
Clothes					
Food/Medicine					
Physique					
Toys for fun					
Technology					
	<b>Total:</b>	<b>Avg. Satisfaction:</b>	<b>Total:</b>	<b>Avg. Difficulty:</b>	
Family					
Lover					
Friends					
Colleagues					
Community					
School					
Other					
	<b>Total:</b>	<b>Avg. Sat.:</b>	<b>Total:</b>	<b>Avg. Difficulty:</b>	
Income					
Cash on Hand					
Insurance					
Stocks/Bonds					
Credit Score					
Net Worth					
Retirement					
	<b>Total:</b>	<b>Avg. Sat.: 1.2</b>	<b>Total:</b>	<b>Avg. Difficulty:</b>	
Feel Secure					
Feel Excited					
Feel Significant					
Feel Loved					
Growing					
Giving					
Positive belief					
	<b>Total:</b>	<b>Ave. Sat:    Total Life S:</b>	<b>Total:</b>	<b>Avg. Difficulty. =</b>	

# The Business Transfer

## 15. HERO-HCMD for Business Goals: The Strategic Balance Sheet Assessment

	With This Area of Your Business	How satisfied am I? 1-10	Next step improvement Goal	Ease of next step 1-10	Long Range Goal	Top Priority Checks
<b>1. Things/Capital</b>	Office/Bldg.					
	Transportation					
	Uniforms/Logo					
	Inventory					
	Equipment					
	Technology					
	Other:					
		Total:		Total:		
<b>2. Stakeholders</b>	Executives					
	Suppliers					
	Customers					
	Employees					
	Community					
	Investors					
	Competitors					
		Total:		Total:		
<b>3. Financial Goals</b>	Revenue					
	Key Ratios					
	Insurance					
	Credit					
	Net Profit					
	Retire. Plans					
	Other					
		Total:		Total:		
<b>4. Culture/Branding</b>	Feel Secure					
	Feel Excited					
	Feel Significant					
	Feel Loved					
	Growing					
	Giving					
	Positive belief					
		Total:		Total:		

Fill each row across following this example:

Office/Bldg. 6 (Barely) Shrt. Trm: Storage Rm. 9 (Slam Dunk) Lng. Trm:33,000 SF space X

About X: X marks the most important priorities. Place an X by the two most important rows in each of the four factors.

Review the 8 Xs. Place a second X by the two most important of the 8. Place a third X by the top most important goal.

About the numbers 1-10, Higher means both more satisfied and easier.

Interpretations	1-2	3-4	5-6	7-8	9-10
Satisfied Scale	Not at all	Dissatisfied	Barely Satisfied	Somewhat Satisfied	Very Satisfied
Ease Scale	Impossible	Difficult	Challenging	Doable	Slam Dunk

Once completed, a full diagnostic of your business stress and business motivation is possible.

The Math  
(These four areas  
combine to create  
42 quintillion  
diverse positions.  
Humans are all  
the same yet  
unique.)

A			1			B		
Sense of Contribution			Excitement			Feeling Secure		
2 Feeling of Significance			<b>Individual &amp; Energy</b> Psychology Neurosciences (White Center)			Belief 3		
Sense of Growth			Intuition			Feeling Loved		
C			4			D		
C			4			D		
Coach			Stranger			Lover		
5 Colleague			<b>Individual &amp; Individual</b> Sociology Humanities (Blue Center)			Career 6		
School			Community			Family		
E			7			F		
C			5			E		
Iron Weight			Trees			Bricks		
2 Mountain			<b>Things &amp; Things</b> Physics (Red Center)			Flora 8		
Sand Beach			Gold			Granite		
A			11			G		
G			10			H		
Insurance			Net Worth			Credit Score		
11 Cash on Hand			<b>Individual &amp; Money</b> Economics (Green Center)			Retirement 12		
Estate			Stocks Bonds			Income		
A			1			B		
F			6			D		
Molecular Bond			Fuel			Magnet		
9 Inertia			<b>Things &amp; Energy</b> Thermo Dynamics Quantum Mech. (Orange Center)			Boson 3		
Semi-Conductor			Reflection			Gravity		
H			12			B		
F			7			F		
Physique (DNA)			Clothing			Toys		
Assistive Equipment			<b>Individual &amp; Things</b> Positivism (Yellow Center)			Food		
House			Auto			Computer		
G			10			H		
G			10			H		
Insurance			Net Worth			Credit Score		
11 Cash on Hand			<b>Individual &amp; Money</b> Economics (Green Center)			Retirement 12		
Estate			Stocks Bonds			Income		
A			1			B		

# Typical Moral Dilemmas

Source/ Social Powers	Coercive	Reward	Referent	Knowledge	Information
Cornell Realism	Biological	None	Social	Psychological	Realism
HEO	All Physical objects except humans	Money (Economics)	Relationships with people (Sociology)	Energy (Psychology)	BFO-ISO (Organization)
Moral Theory	Critical Life needs	Conative desire fulfilled	Autonomy as shared human quality	Decision-making process	Experiences of short- and long-term value
Heinz Dilemma	Cancer is present, and a cure is distant	Money insufficient	Is your lover worth you violating the autonomy of a druggist?	Break social relationship with other humans	Research to assess a model of moral development
Trolley Wreck	Throw one unsuspecting man to death to save five on tracks	One bystander dies instead of five	The autonomy of one individual is violated. Five strangers saved	Feelings of dismay over utilitarian act that violates autonomy	How to act with no certain moral framework
Buy groceries normally each week.	Place the groceries on the register	Pay money to cashier	Relate to cashier in any casual way desired.	Feel good, uncertain, connected, or another way	Was it a good deal for buyer and seller?

