

# Concepts...



*"Concepts" is published by Parvidya Design Partners to raise as many questions as it answers. It is driven by the belief that the industry, its products and its services are ever evolving. The ideas reflect the challenges faced in the continuous journey of innovation and improvement.*

## Antithesis, Entropy & Degradation:

"There is an art to flying or rather a knack. The knack lies in learning how to throw yourself at the ground and miss" - Douglas Adams, *Hitch Hikers' Guide to the Galaxy*.

In planning management activities, there is always an emphasis on "doing" things or "achieving" goals. However, it is sometimes useful to consider the antithesis of these actions to ensure their validity. The simplest version of this is the "do nothing" option. The consideration of doing nothing helps justify or invalidate any proposed actions. The consideration of the antithesis for all your activities can prove to be useful as that process more accurately reflects the nature of the world in which we live.

The world, in fact the universe, is in a process of terminal decline. Order becomes chaos, all living organisms die, any inanimate object ultimately decays and within a closed system, the energy degrades to its base form – heat. Objective science has defined the measure of this decay as entropy. The more a system degrades, the more its entropy increases.

Although we can not stop the terminal decline, there is hope for the immediate future. Order can be created from chaos, life can be extended, objects can be preserved and energy can create higher forms of matter. The requirement is the input of energy to a system. So in life we paint and maintain our house to keep it warm and dry; we service our cars regularly to keep them reliable; we feed ourselves to grow and provide energy for our lives; we even read management tomes to make ourselves more capable.

In the financial services, management activities, knowingly or unknowingly, are there to lower a processes' entropy. Process controls will prevent



*"I haven't abandoned my job! I'm just researching the possibilities of the 'Do Nothing' option."*

errors; financial budgets will allow you to control expenses; investing in your product development will make your business more competitive; a sales initiative will help realize greater or alternate revenue streams. Fundamentally, considering the antithesis of your actions will allow you to maximize your effectiveness. In the absence of the above actions the business could experience: a growing number of process exceptions and quality issues, products that decline in their margin or sales volume and a reduction in new business.

A business should always consider its objectives with respect to their impact on reducing entropy. In reviewing this text, a manager may recognize the areas where antithesis analysis is useful; a manager may even be able to apply the analysis to a host of other functions. Hopefully, the "do nothing" option is not chosen.

*Parvidya Design Partners would be pleased to discuss the realization of these concepts with you further. We thank you for your consideration.*

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