

Company Physics

concept cards[©]

FOR TEAMS, MANAGERS OR LEADERS



Company physics is a metaphor to understand company efficiency using the concept of energy.

Company Energy

Company Energy: Every company possesses energy, which it seeks to transform into value. This energy is the potential embodied in its assets and resources. Loading the company with energy is costly: assets require maintenance, and resources require continuous acquisition, both of which consume money.

Company Efficiency

Company Efficiency: Company Efficiency = Company Work / Company Energy. A company is efficient if it directs its energy fully toward its objectives to create value. A company is inefficient if energy is lost within its (organisational) system or if it is used toward non-company objectives for whatever reason.

Conceptual Foundation

Company Work: Company work only takes place when force is directed toward the company's objectives.

Company Force: Company force is the vector sum of all individual forces within the company. A company that succeeds in aligning all individual forces in the same direction becomes forceful.

Company Power: Company power is the rate at which company work is performed. It describes how quickly a company converts its efforts into progress toward its objectives.

Company Entropy: Entropy increases in all systems, and maintaining order requires energy. In a company, unnecessary energy is lost when organisation is insufficient or ineffective.

Further Principles

Company Friction: Energy is lost due to company friction — both at the departmental and individual level. This friction is primarily the result of misalignments.

Company Impulse: The application of company force over time to change state or momentum — initiating, accelerating, or redirecting movement.

Company Inertia: Resistance to initiating or changing state or movement toward objectives. Overcoming inertia requires company energy applied through impulses.

Company Momentum: The persistence of movement toward objectives, created by sustained force over time. High momentum supports progress but increases the energy needed for change.