

*"The cost of a glass is in its solid;  
its value is in its hollow.  
Its cost has no value.  
Its value has no cost.  
But both of them are within the glass."*

## Doers Make Things Happen

Doers are individuals whose fulfillment is based on doing transcendent things. They need to achieve what they have decided to do.

Everyone is a doer in some field. This role is taken by all those individuals that have the will and the decision to add value through their deeds.

**"The world is built by doers and enjoyed by followers".** The joy of doers is in the deed itself.

## We Work with the Wisdom of People

Wisdom can be defined as the capacity of an individual to integrate idealism and realism with value adding actions. The characteristic of individuals who achieved wisdom is that they had multiple masters that had an authoritative role in their lives. These roles are still in force and they still admire them. The apparent paradox of wisdom is the need of multiple masters. It is said that disciples are those learners who overcome their masters. But wisdom cannot be overcome. Masters are ordinary or extraordinary people who have achieved wisdom in some field. Wise people do not need to be right, just functional.



## Our Vision

**...We are an organization  
of doers, by doers for doers.**

# DOERS

## Action-Reflection-Action

**How do you know if this man  
is thinking or sleeping?**

The Thinker  
by Auguste Rodin

*"The cost of a process is given by its operation;  
its value is given by its functionality.  
Operation has no value.  
Functionality has no cost.  
But both of them are within the process."*

## Unicist Functionalist Approach

The functionality of an entity is defined by the concepts and fundamentals of the functions while the consequent operational processes ensure results.

The functionality of processes defines their potential energy while the effective energy is defined by the operability of the processes.

The effective energy cannot exceed the available potential energy.