



What is the greenFields Model?

The greenFields model provides a body of knowledge for the analysis of analysis. It is comprised of three programs treating analytics from the perspective of “the Individual” in Program 1, “the Corporation” in Program 2, and “Society” in Program 3.

Each of the programs is, in turn, addressed through eight modules (M) representing the rudiments of effective:

- M1: Calculation
- M2: Validation
- M3: Estimation
- M4: Supposition
- M5: Determination
- M6: Observation
- M7: Interpretation
- M8: Reconciliation

Treatment of Analysis

Each module has five sections:

i) Approach to Analysis – the approach varies by Program. Program 1 provides the generally accepted tactical methodology. Program 2 provides the generally accepted ethical framework. Program 3, being a subject area that is less well explored, suggests a moral framework.

ii) Human Factors – the Human factors also vary by Program. Program 1 considers the mindset of the individual analyst. Program 2 considers the human system that is the corporate environment. Program 3 considers the public perspective.

iii) Analysis of Analysis – addresses the approach to measuring integrity with Program 1 being a tactical audit, Program 2 being a broader balanced score card framework, and Program 3 dealing with modeling and the detection of gaming systems.

iv) Case Studies – provide examples of real life scenarios where integrity in analysis has been an issue.

v) References – provide recommended further study material.

Program 1: The Individual



Ensuring objective representation in Individual Analysis, considering:

- Objectivity factors
- Terms of Reference
- Analytic Procedure
- Sufficiency
- Principles of Logic.

Program 1 sample issues of interest are:

- Utility in Internet research
- Objectivity in published works
- Logicality in statistical interpretation
- Integrity in decisions
- Rationality in science.



Welcome to AOAI

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Program 2: The Corporation



Ensuring ethical representation in Corporate Analysis, considering:

- Ethical Factors
- Terms of Reference
- Code of Conduct
- Sufficiency
- Principles of Inquiry.

Program 2 sample issues of interest are:

- Profitability in market positioning
- Due diligence in project propositioning
- Accuracy of performance expectation
- Regulation in cost accounting and reporting
- Prudence and probity in contracting.

Program 3: Society



Ensuring moral representation in Geopolitical Analysis, considering:

- Morality Factors
- Terms of Reference
- Adherence to Oath of Office
- Sufficiency
- Patterning.

Program 3 sample issues of interest are:

- Transparency in the global power structure
- Truth in the mainstream media
- Probity in the democratic process
- Accuracy of the historical account
- Verity in problem-reaction-solution.



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. . . centered on the truth!

The greenFields Model

This is the second of four AOAI pamphlets:

- AOAI,
- The greenFields Model,
- WIN-PM,
- Analytic Protocol.

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