



## KR & StratML

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Knowledge for Results in the  
\*Strategic\* Semantic Web



# Strategy Markup Language



- XML Vocabulary & Schema for Strategic & Performance Plans & Reports
  - Core Elements:
    - Mission
    - Vision
    - Values
    - Goals
    - Objectives (sub-goals)
    - Stakeholders (performers & beneficiaries)
    - Performance Indicators (inputs, processes, outputs & outcomes)
- Enables the **\*Strategic\*** Semantic Web
  - Linked Open Data for the Realization of Human Objectives

# Machine-Readable Knowledge for Results

- Knowledge
  - Familiarity, awareness, or understanding [explainability] of someone or something
  - Acquired through experience or educationSource: <https://en.wikipedia.org/wiki/Knowledge>
- Machine Readable Documents
  - Recorded [representation of] knowledge
  - Readily processed by computers
  - Distinguished from [machine-readable data](#) by having sufficient structure to provide the necessary context [human understanding] to support the business processes for which they are created
    - Data without context is meaningless (incomprehensible)
      - Documents = Data in Context
    - XML bridges gap between documents and data
      - Both human as well as machine-readableSource: [https://en.wikipedia.org/wiki/Machine-readable\\_document](https://en.wikipedia.org/wiki/Machine-readable_document)
- Results
  - Understanding (knowledge) of the value chain
    - Inputs → Processing → Outputs → Processing → Outcomes
  - Learn from, rather than re-living, mistakes of the past
  - StratML-enabled computer-assisted virtuous cycle of continuous improvement
  - Vision: Worldwide web of intentions, stakeholders, and results
  - Outcome: Truly Connected Communities



# More Information



- [https://en.wikipedia.org/wiki/Strategy\\_Markup\\_Language](https://en.wikipedia.org/wiki/Strategy_Markup_Language)
- <http://stratml.us/> | <http://stratml.org> | <http://stratml.net>
- <http://connectedcommunity.net> | <http://aboutthem.info>
- <https://www.linkedin.com/pulse/consciously-connected-communities-owen-ambur/>
- <https://www.linkedin.com/pulse/i-only-had-brain-evolving-prefrontal-core-text-internet-owen-ambur/>
- <https://www.yumpu.com/en/document/view/32364433/introduction-to-stratml-aiim/2>
  - Outdated but good background
- [https://www.youtube.com/watch?v=wV\\_6rsBOG4o&feature=youtu.be](https://www.youtube.com/watch?v=wV_6rsBOG4o&feature=youtu.be)
  - What is StratML? Audio
- <https://www.iso.org/standard/59859.html>
  - ISO 17469-1, StratML Core
- [Owen.Ambur@verizon.net](mailto:Owen.Ambur@verizon.net)

