

Mind your own business.

Bom Dia Creation™ connects direction, meaning, architecture, form, flow and action within one decision system.

EDITION

v1 · English master

STATUS

Approved · controlled edition

MARKET

Poland · Europe · remote collaboration

OPERATIONAL CONNECTIONS

PRACTICE Practice and offer PRINC Principles in practice MAP Sales map



A transdisciplinary strategic-creative agency.

An ecosystem model brings the right capabilities around one decision, one result and one responsibility for the whole.



REAL BUSINESS · REAL CONTEXT · THE RIGHT SCOPE



ONE BDC RESPONSIBILITY

From decision to action.

We turn complexity into systems, services and structures that clarify decisions, give them a recognisable and usable form, guide implementation and prepare the organisation for further development.

01	Strategy	Direction, priority, criteria and result.	
02	Creation and communication	Meaning, creative direction, content, form and evidence.	
03	Technology	Architecture, sources, tools and readiness.	
04	Operations	Roles, flow, rhythm and operating quality.	
05	Development	Use, review, evidence and the next move.	

CLIENT VALUE

Clear decisions, coherent architecture, recognisable form and assets ready for use — guided by one owner of the whole.



A company operates as a connected architecture of decisions.

A change in one area triggers a review of direction, meaning, architecture, form, flow and the way the company operates.

SIGNAL OF CHANGE

One decision affects the whole system.

A new direction, offer, technology or way of working starts a controlled review of dependencies.

01
DIRECTION AND MEANING



See the situation.

Perspective, priorities and decision criteria.



Define meaning.

Identity, value language, offer and relationship.

02
ARCHITECTURE AND FORM



Design the whole.

Model, dependencies, sources, processes and readiness.



Materialise the decision.

Content, tools, publications, interfaces and assets.

03
FLOW AND ACTION



Guide the experience.

Orientation, choice, purchase, onboarding and contact.



Sustain the capability.

Roles, rhythm, knowledge, quality and an AI-ready context.

A COHERENT ORGANISATIONAL STATE

One decision · shared sources · named owner · next review

PC RHY

The change remains legible from direction to everyday use.

OPERATIONAL CONNECTIONS



Bom Perspective™



Bom Identity™



Bom Blueprint™



Bom Creation™



Bom Flow™



Bom Runtime™



The entry point follows the organisation's current decision.

We begin by recognising the moment. Then we name the decision, responsibility and the first move of the right system.



DECISION MOMENT

Recognise the situation before choosing a service.

The organisation's current choice establishes the right entry point for the conversation.

01 DIRECTION

Leadership is setting a new direction.

FIRST MOVE Name the choice, decision owner and success criteria.



02 OFFER

The offer needs a shared logic of value and price.

FIRST MOVE Connect the levels, rationale, scope and price basis.



03 BRAND, CREATION AND PRESENCE

The brand needs to guide a specific client decision.

FIRST MOVE Establish meaning, creative direction and the required family of assets.



04 CLIENT FLOW

The client journey needs to work as one experience.

FIRST MOVE Connect the created touchpoints, conversation, purchase, onboarding and next contact.



05 OPERATIONS AND AI

Processes and AI receive named responsibility.

FIRST MOVE Record roles, knowledge sources, the Human Owner and access boundaries.



06 CONTINUITY

Implementation enters the next decision cycle.

FIRST MOVE Establish the update owner, rhythm and next review.



ENTRY INTO THE CONVERSATION

The situation, decision owner, success criterion and first evidence form a shared qualification brief.

QUAL MAP PRACTICE



The team forms around the project's real need.

Bom Dia Creation™ retains responsibility for the architecture, brief, creative direction, coordination, review and quality of the whole.



PROJECT NEED

One named change with an owner and success criterion.

The real context establishes the team, scope of responsibility and required working rhythm.



ONE RESPONSIBILITY

BDC leads the whole.

- architecture
- brief and creative direction
- coordination
- review
- production and quality



01

Systems

Product logic guides the client through successive decision states.



02

System mechanisms

Repeatable ways of working connect function, sources, result and evidence.



03

Specialist services

Approved scope, price and conditions activate the right capability.

CATALOG PQS

04

Functions and ecosystem

Internal capabilities, specialists and partners answer a named task.

PART COLLAB

TEAM READY TO WORK

A shared brief, explicit roles, coherent creative direction, one acceptance criterion and the next review form a connected delivery system.



One environment connects six peer systems.

The system family carries a decision from recognition to everyday action and renewed review.

INPUT

A decision changes the state of the organisation.

Each system assumes a defined responsibility and passes the current state onwards.

PC

01



Bom Perspective™

See.

Recognise the situation and calibrate the decision perspective.

02



Bom Identity™

Define.

Establish brand meaning, value language and the standard of presence.

03



Bom Blueprint™

Design.

Connect decisions, sources, the business model, processes and readiness.

04



Bom Creation™

Materialise.

Translate approved decisions into a family of assets ready for use.

05



Bom Flow™

Guide the flow.

Connect orientation, choice, purchase, onboarding and continued contact.

06



Bom Runtime™

Operate.

Carry the architecture into roles, rhythm, knowledge, quality and an AI-ready context.

Use creates a new signal for Bom Perspective™.

ACTION AND REVIEW



Public Practice & Offer Library · current route.

OPERATIONAL CONNECTIONS



Bom Perspective™



Bom Identity™



Bom Blueprint™



Bom Creation™



Bom Flow™



Bom Runtime™



Recognising how the situation is seen sets the direction for action.

The system organises the current perspective, desired state, decision pattern and route to the next layer.



Bom Perspective™

ACTIVE SYSTEM

See.

Separate fact, perception and the decision signal to establish a shared direction.

INPUT
current situation

RESULT
calibrated perspective

- 01

ER

Clarity

Fact, interpretation and impact on the decision are explicitly separated.
- 02

ER

Coherence

Purpose, desired state and operating pattern form a shared record.
- 03

ER

Readiness

The decision owner, criteria and review rhythm have named sources.
- 04

DELIV

Transfer

The approved way of seeing transfers into the architecture and brief.

SYSTEM OUTPUT

One version of the situation, direction and decision pattern is ready for use by the next layer.

DELIV CATALOG

OPERATIONAL CONNECTIONS

Bom Perspective™ QUAL Qualification CATALOG Public offer catalogue



Brand meaning becomes a standard for decisions and presence.

The system defines the foundation of the organisation and brand, its value model and positioning, and the complete verbal and visual system.



Bom Identity™

ACTIVE SYSTEM

Define.

Connect meaning, value language and form within one standard ready for shared use.

INPUT

approved perspective

RESULT

meaning ready for use



01 For the brand

Naming, claims, slogans, key messages, tone and copy form one language.



PRACTICE

02

For the team

Meaning, rules and asset governance guide everyday decisions.



03 For materials

The key visual, identity, graphic system, icons and design system define the form.



04

For development

Collateral and assets retain an owner, version and next review date.



SHARED STANDARD

Bom Identity™ defines meaning, rules, components and reference assets. Bom Creation™ materialises the approved standard.



CATALOG

OPERATIONAL CONNECTIONS



Bom Identity™

PRACTICE

Practice and offer

CATALOG

Public offer catalogue



One source of truth connects business decisions.

Bom Blueprint™ provides the central documentation, transfer and implementation-readiness function within the system family.



ACTIVE SYSTEM

Design.

Approved decisions, sources and dependencies form a versioned architecture ready for transfer.

SOURCE ID
BLP-...

OWNER · VERSION
name · v... · date



01	02	03	04
Owner and leadership	Team	Brand and market	Development
RECEIVES A map of decisions, priorities, dependencies and risks. USES IT FOR Mandate, investment and review.	RECEIVES Roles, rules, handovers and the current source version. USES IT FOR Coordination and everyday work.	RECEIVES Business logic, offer decisions and claim boundaries. USES IT FOR Communication and commercial materials.	RECEIVES Readiness, source dependencies and review gates. USES IT FOR Implementation, automation and updates.



CONTROLLED TRANSFER

Source ID, version, owner, scope of use, acceptance and next review accompany every handover.



OPERATIONAL CONNECTIONS

 Bom Blueprint™ PRACTICE Practice and offer RHY Operating rhythm



A decision gains a form people
can recognise, choose and use.

Bom Creation™ materialises approved
Identity and Blueprint rules through
coherent publications, interfaces,
campaigns and production formats.



ACTIVE SYSTEM

Materialise.

The approved architecture becomes a recognisable and usable family of assets.

INPUT
rules · source · owner

RESULT
coherent assets ready for use



01
Recognition
The brand retains its character in every
required format.

02
Clear choice
The offer and its value gain a form that
guides attention and decision.

03
Efficient use
The team receives components, patterns and
rules that reduce repeated reconstruction.

04
Coherent presence
Channels, languages and touchpoints
develop one approved direction.



01
Creative direction
Form follows meaning and function.



02
Structure and layout
Hierarchy supports orientation and use.



03
Language and content
Communication guides the decision and
preserves evidence.



04
Use and coordination
Owners, rights and rhythm protect continuity.



BENEFIT AND EVIDENCE BOUNDARY

The system creates the capability to use and develop assets coherently. Delivery, adoption
and results remain separately evidenced in the Evidence Register.



OPERATIONAL CONNECTIONS



Bom Creation™

PRACTICE

Practice and offer

COLLAB

Collaboration framework



Every touchpoint guides the audience's next decision.

Content, product, website, conversation, purchase and onboarding form one journey.



REAL TOUCHPOINT · CONTEXT AND CHOICE



Bom Flow™

ACTIVE SYSTEM

Guide.

It connects communication, offer, contact and use within one legible decision journey.

INPUT
audience question

OUTPUT
visible next move

01 ORIENTATION

Does this matter to me?

TOUCHPOINT
A created signal, first content and entry point.

TRANSITION
A recognisable situation and route for further orientation.

02 CHOICE

Is this proposal right?

TOUCHPOINT
Offer, evidence, criteria and conditions.

TRANSITION
Scope, fit and a way to decide.

03 ACTION

What do I do now?

TOUCHPOINT
Conversation, purchase or commitment.

TRANSITION
Owner, next step, date and confirmation.

04 CONTINUITY

What happens after the decision?

TOUCHPOINT
Onboarding, use, review and support.

TRANSITION
Evidence, the next signal and continuity owner.



FLOW RECORD

Each transition records the touchpoint, audience question, expected decision, owner, loss signal and next test.



OPERATIONAL CONNECTIONS



Bom Flow™

COLLAB

Collaboration framework

RHY

Operating rhythm



Roles, rhythm and knowledge form a repeatable way of operating.

The system carries decisions into processes, checklists, knowledge sources, quality standards, onboarding and an AI-ready working context.



EVERYDAY OPERATION · ROLES · CONTEXT · HANDOVER



Bom Runtime™

OPERATING SYSTEM Sustain.

Roles, sources, rhythm and quality gates sustain the decision in everyday operation.

INPUT
approved architecture

OUTPUT
repeatable practice

01 · OWNER

ON CHANGE · REVIEW

The decision has an owner.

Direction, decision boundary, acceptance and escalation remain explicit.



PC

02 · TEAM

START · HANDOVER · UPDATE

Knowledge is available.

Roles, sources, priorities, handover and quality criteria form a shared context.



03 · AI READINESS

BEFORE USE · AUDIT

A human leads the use of AI.

The business function, approved sources, confidentiality, human review and verification are recorded.



LEARN ACCESS ER

04 · QUALITY

EVERY DELIVERY · RETROSPECTIVE

The standard develops the practice.

Acceptance criteria, checklist, error signal and improvement return to the system.



RHY PRINC



Quality is culture. Culture is a system.

RHY PRINC

OPERATIONAL CONNECTIONS

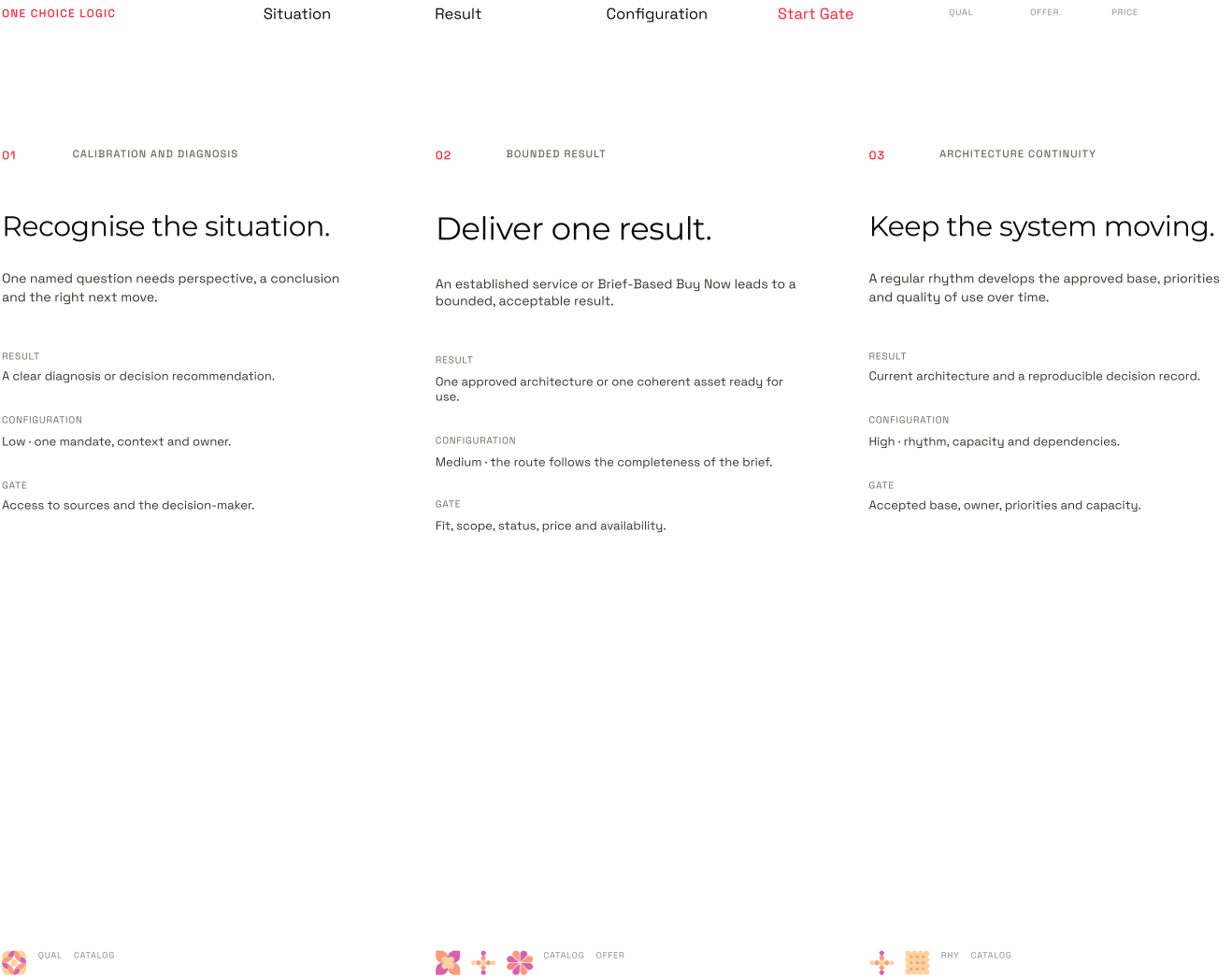


Bom Runtime™ LEARN Learning Library RHY Operating rhythm PRINC Principles in practice



Collaboration begins with the result that fits the situation.

The level of configuration grows with responsibility, dependencies and the horizon of use.



THE RESULT SELECTS THE MODE

Current offer status, fit, availability and responsibility establish the right proposal before commitment.

CATALOGCOLLABCOMMIT



Eight result doors open one catalogue of 57 products.

The client's situation leads to the right system family. The public catalogue provides orientation; the accepted proposal establishes scope, price and commitment.

CANONICAL OFFER · S132

57 products.

41 Active and 16 Limited form one current architecture of choice, qualification and responsible depth.

INPUT

8 result doors

COMPARISON

6 system families

CHOICE

status · price · evidence

09

Bom Perspective™

Decision, perspective and direction.



07

Bom Creation™

Decisions materialised in coherent assets ready for use.



14

Bom Identity™

Meaning, offer and standard of presence.



09

Bom Flow™

Information, client journeys and purchase.



08

Bom Blueprint™

Business architecture and dependencies.



10

Bom Runtime™

Operations, AI readiness and continuity.



D01-D08 Eight result doors

CATALOG

CURRENT-EDITION STATUSES

41 Active · 16 Limited

Limited denotes a named qualification condition; Active still requires confirmation of fit and availability.

CSOT CATALOG

Open the catalogue

CATALOG CSOT PQS

PROPOSAL GATE

FIT

AVAILABILITY

SCOPE AND PRICE

COMMITMENT

PQS

COMMIT

OPERATIONAL CONNECTIONS

CATALOG Public offer catalogue CSOT Commercial Source of Truth PRICE Public price guide



Sixteen Limited products operate through an explicit qualification gate.

The condition protects responsibility for the result. It enters the proposal before payment and the Start Gate.

STATUS · Limited · 16 PRODUCTS

Each record identifies qualification, evidence, owner and the moment when the condition is closed.

CATALOG COLLAB CSOT

A condition opens the right route.

01 Capacity and team

Lead, programme scale, participants and available capacity are confirmed before pricing.

3 PRODUCTS KT06 · CRE-40 · FLW-40



LEAD · MANDATE · SCALE · DATE

02 Foundation, format and rights

Result, accepted core, sources, format, platform, rights and acceptance owner remain named.

7 PRODUCTS BI-M02 · BI-M03 · BI-M04 · BN10 · BN05 · BN06 · KT05



RESULT · SOURCES · FORMAT · RIGHTS · ACCEPTANCE

03 Environment and continuity

Process, platform, data, human owner, accepted foundation, work queue and capacity form the condition of use.

6 PRODUCTS BN07 · BN09 · BI-51 · CRE-51 · FLW-51 · RTM-51



DATA · HUMAN REVIEW · FOUNDATION · WORK QUEUE

CONDITION RECORD	CONDITION NAMED	PROPOSAL	ACCEPTANCE AND PAYMENT	START GATE	PQS	COMMIT
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Every claim preserves its evidence boundary.

The Evidence Register separates method, application, acceptance, use, result and publication permission.



OBSERVE · VERIFY · SEPARATE



A signal becomes evidence after verification.

An artefact, record or observation receives a source, scope, status and permission.



ER

01

METHOD EVIDENCE

Mechanism

The source describes a repeatable method or mechanism and identifies its conditions of use.

GATE

source · version · status



ER

02

APPLICATION EVIDENCE

Application

The record shows where the mechanism was used and which artefact or state was created.

GATE

project · artefact · scope



CASES

03

CLAIM BOUNDARY

Claim boundary

A claim covers only the scope supported by its source. Acceptance, current use and result retain separate statuses.

GATE

scope · exceptions · status

ER PC

04

PUBLICATION PERMISSION

Publication permission

Consent, rights, confidentiality, language version and channel establish the publication decision.

GATE

consent · rights · channel

ER ACCESS

EVIDENCE RECORD

SOURCE

SCOPE

STATUS

PERMISSION

Case studies use only active, limited architectural and artefact claims.

ER

CASES

EVID

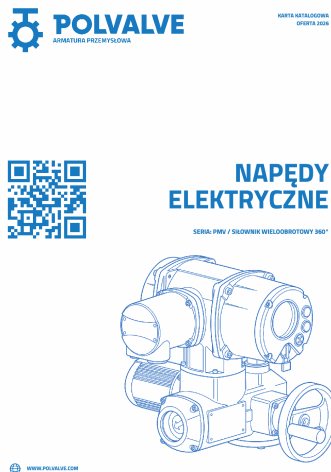
OPERATIONAL CONNECTIONS

ER Evidence Register CASES Evidence library EVID Evidence



Technical communication architecture and a family of sales materials.

Active · limited architectural and artefact claim. The sources confirm the architecture and selected production files.



PMV · COVER · 14 A4 PAGES



PQT · VARIANTS AND PARAMETERS · 20 PAGES

CONTROLLED REVIEW · technical status, rights and consent remain controlled for each file.

NEXT EVIDENCE

Connect each selected artefact with acceptance, edition status, rights, confidentiality, technical-accuracy owner and evidence of use in the sales channel.

EVID DELIV ACCESS

OPERATIONAL CONNECTIONS

ER Evidence Register

CASES Evidence library

Bom Blueprint™

Bom Creation™



Architecture of product choice, brand and digital experience.

Active · limited product-choice and artefact claim. The verified scope includes the catalogue, sixteen functional mock-ups and selected brand applications.



HOME JOURNEY · FUNCTIONAL DESIGN



DIDUCH · BRAND APPLICATION

CONTROLLED REVIEW - implementation, rights, compliance and currency remain controlled for each element.

ACTIVE · LIMITED CLAIM

One intention activates the right route to choice.

The project connects educational content, product, ritual, object and a designed digital journey.



01	02	03	04	05
Selection	Laboratory	Winery	Shop	Table rituals
Provides orientation by style, occasion and character.	Builds knowledge, comparison and the language of tasting.	Guides the narrative of place; origin requires a source for each product.	Designs preview, product, basket and confirmation; implementation remains a separate gate.	Connects choice with serving, moment and branded objects.



01 Seasonal catalogue
Existence of the file and choice architecture.



02



ER

16 mock-ups
Functional journeys from Home to confirmation.



03



Brand applications
Selected labels, bottles and objects.



CLAIM BOUNDARY

Production implementation · purchase availability · permissions · product origin · time to choose · commercial result retain separate sources and statuses.

NEXT EVIDENCE

Catalogue edition · acceptance · rights · compliance · channel status · source of origin for each product.

ER EVID ACCESS

OPERATIONAL CONNECTIONS

ER Evidence Register

CASES Evidence library



Bom Flow™



Bom Creation™

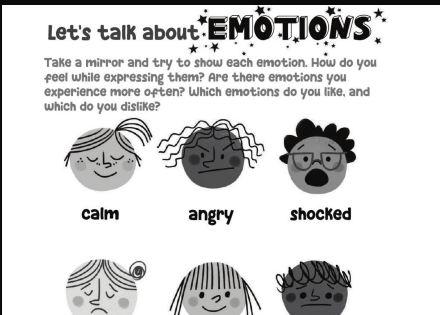


A connected architecture of brand, decisions and artefacts.

Active · limited architectural and artefact claim. The Master Index contains 159 records at different lifecycle states.



V03 · BRAND ORIGIN SYSTEM



V07 · PRODUCT ARTEFACT



CONTROLLED VISUAL EVIDENCE · status and rights for each element

ACTIVE · LIMITED CLAIM

One source retains the relationships between brand, product and way of working.

ER · CASES

01 FOUNDATION
Identity and language
Strategic sources, visual direction and Brand Book.



02 SOURCE
Relationships and statuses
159 index records; existence, readiness and lifecycle remain distinct.



03 ARTEFACTS
Brand and product
Selected brand, product and origin-system materials are confirmed.



04 FLOW
Roles and handovers
The design of roles, rhythms and publication is confirmed; use requires a record for each element.



05 ENVIRONMENT
Digital prototypes
Documentation and tools exist; adoption remains controlled for each tool.



CONFIRMED

Connected architecture · selected artefacts · origin · market touchpoint.

OPEN CONTROLS

170 files from the audit note · F-0086 / F-0088 · adoption · rights · activation · results.

159

records in the active Master Index
DIFFERENT LIFECYCLE STATES



ER · CASES

ER · ACCESS



NEXT CONVERSATION

Let us clarify the decision that activates the right system.

weare@bomdiacreation.com

OPERATIONAL CONNECTIONS

ER · Evidence Register · CASES · Evidence library · PRACTICE · Practice and offer · QUAL · Qualification

