

Traditional

Modern

**Sustainable-
future-oriented**

Goal

SHAREHOLDER VALUE

Nature and people as
Resources for business success

STAKEHOLDER VALUE

Consideration of
environmental and social
interests

SYSTEM VALUE

Contributing to the environment
and society
and thereby earn money

Distribution

STILL WIDESPREAD

ALREADY LIVED FREQUENTLY

GROWING COMMUNITY

Culture

EGOISM AS A DRIVER OF SUCCESS

"Everyone is replaceable"
"Permitted is,
what is not forbidden"

TRUST AND WELL-BEING

"Fairness and balance of interests"
"Employees are
most important capital"

COMMON PURPOSE

"Improving the world together"
"Forbidden is what harms others
or the environment".

Leadership

COMMAND & CONTROL

Boss-driven

PARTICIPATIVE

Team-driven

**PURPOSE CREATOR AND
TEAM COACH**

Purpose-driven

Motivation

RATHER MODERATE

through pressure to perform,
Money, career, security

TENDS TO BE HIGH

through team spirit and
social benefits

VERY HIGH

through common
higher purpose

Sustainability

COST FACTOR

Only the most necessary due to
specifications, regulations,
Laws

IMPORTANT TREND

If it brings something or
does not cost too much

CENTRAL MEANING

Core of the
entrepreneurial action

Change

PROJECTS

for the improvement
of the business success

PERMANENT CHANGE

Evolution management,
agile

**«LEADING FROM THE
EMERGING FUTURE»**

permanent adaptation with
with regard to the sustainable
Vision

Business partner

**POWER,
CONTRACTS**

**PARTNERSHIP AND
CUSTOMER ORIENTATION**

**COOPERATION FOR THE
COMMON GOAL**

Further education

COST FACTOR

selective use

INVESTMENT

broad continuing education
at all levels

INTEGRAL ELEMENT

self-organised and
demand-oriented

Recruiting

WORK-DONOR

Work in exchange for money

EMPLOYER BRANDING

Candidate Journey

HONEST COLLABORATION

Creating values together