

# The Human Business Paradigm

## A new compass for doing business in the 21<sup>st</sup> century

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### Purpose and Vision

- Human business is *holistic and human-centered*, i.e., it focuses on serving and delighting its customers, workforce, business, and society.
- The purpose of human business is to *generate and add sustainable value* to its customers, workforce, business, and society.

### Collaboration

- Human business promotes *diversity in the workforce*, reflecting an open society.
- Human business advocates *cross-functional and self-organizing teams*.

### Performance

- Human business nourishes *joy and happiness in its daily operation*.
- Human business practices and nurtures *conscious leadership of enablement and empowerment*.

### Learning

- Human business cultivates *open and learning organizations* that embrace change and thrive for *continuous self-improvement* of products and services, processes and people.
- Human business provides and shares *guidance for responding to rapid change in business and society*.

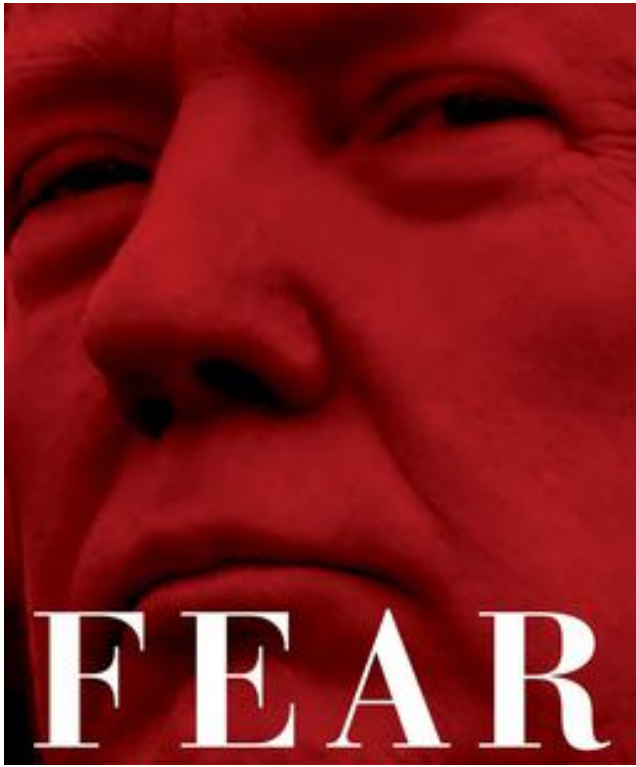
### Results

- Human business understands profits as a means to fulfill its business purposes; i.e., human business is *purpose-driven* and not profit-driven.
- Human business advocates a *circular* (vs. a linear) *economy*, in which we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each service life.



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