

BENEFITS FROM SHIFTING INTO NEXT:LAND

TENSIONS	now:land PRINCIPLES	next:land PRINCIPLES	REAL BENEFITS		
			Individual level	Organizational level	Societal level
<ul style="list-style-type: none"> Frustrated, disengaged workforce - people don't see or feel meaning Little orientation in the outer context due to VUCA Shareholder value rules, creates huge income gaps 	MAXIMIZING SHAREHOLDER VALUE Making money	PURPOSE DRIVEN Organized for/around purpose	<ul style="list-style-type: none"> Creates meaning for people, attributing to something bigger 	<ul style="list-style-type: none"> Anchored in a VUCA world, providing orientation Attracts like-purposed people (purpose fit) for engagement Clear message, unique selling proposition 	<ul style="list-style-type: none"> Contributes to overall development of society Eco-driven over ego-driven Post growth perspective - considers & contributes to sustainable development
<ul style="list-style-type: none"> Slow decision making leads to bottlenecks in top-management Unclear authorities Burden of responsibility for well-being of people and business revenues Lack of ownership and entrepreneurial spirit 	MANAGEMENT HIERARCHY Few decide for many	DISTRIBUTED AUTHORITY Holarcic self-organization, natural hierarchy, hierarchy of purpose	<ul style="list-style-type: none"> More freedom, more choice-making, more meaning more intimacy More accountability, more clarity, more velocity, greater impact 	<ul style="list-style-type: none"> Self-authority leads to ownership, speed of decision-making and higher decision quality Leading to responsiveness 	<ul style="list-style-type: none"> Richer perspectives integrated Less ego-driven and societal responsible development
<ul style="list-style-type: none"> Can't meet exponential speed needed to handle complexity of business and markets Huge unpredictability of developments (as there are no right answers, no predict and control possible) Rigid structures, bureaucracy, painful change processes Lack of innovation/too slow speed of innovation Striving for perfect results that are impossible 	PREDICT AND CONTROL Believe in plans, right answers, best solutions	EVOLUTIONARY LEARNING Sense and respond	<ul style="list-style-type: none"> Personal development and lifelong learning "Molto vivace" - joyful work environment 	<ul style="list-style-type: none"> Multitude of sensors for continuous feedback from reality Adaptive structures to make swift decisions Innovation culture - fail forward fast, pivoting, prototyping mindset Failure culture - no fear of wrong decisions, fail fast - learn fast Capability to adapt structures fast to strengthen market-position 	<ul style="list-style-type: none"> Not getting stuck in dogmas and ideologies No "right" solution but collective learning
<ul style="list-style-type: none"> Arbitrariness, helplessness Ego-games, power-dynamics Harmed relationships, conflicts "Business theatre" (micropolitics, blaming others, victim mode) Ego-driven over eco-driven Maximizing own benefit over organization benefit 	DEPENDENCY AND COMPETITION Dependent workers following orders, competing leaders following own interests	AUTONOMY IN COLLABORATION Independent actors working with independent actors under shared purpose	<ul style="list-style-type: none"> More intimacy, more clarity, more velocity, greater impact Come as you are, be accepted in your individuality and uniqueness Self-responsible but not alone Forces peer-to-peer relations 	<ul style="list-style-type: none"> Higher diversity, leveraging differences No abusive and pathological structures Strength of loosely-coupled systems under shared purpose Close the gender gap 	<ul style="list-style-type: none"> Collaboration for society's biggest challenges instead of maximizing individual profit Cooperation in name of higher purpose instead of competition as value in itself Reduces societal income gaps and equal chances
<ul style="list-style-type: none"> Lack of ownership and accountability Power-games, hidden agendas Know how/Information = power Little feedback, lack of openness Info-filtering and incomplete information for decision making (quality of decisions) Information overload, no idea what will be valuable for tomorrow 	PRIVACY Knowledge is power	TRANSPARENCY Know everything for your work and fulfilling the organization's purpose	<ul style="list-style-type: none"> Total transparency on how decisions are made and who is responsible for what 	<ul style="list-style-type: none"> Total transparency on how decisions are made and who is responsible for what 	<ul style="list-style-type: none"> Contributes to equality Reduces the income-gap Open chances