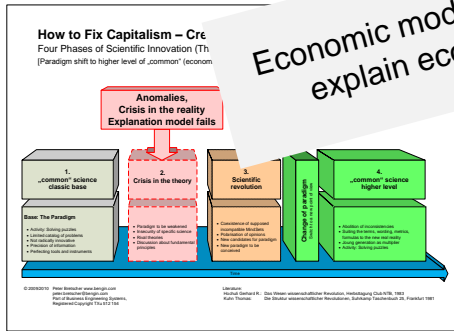


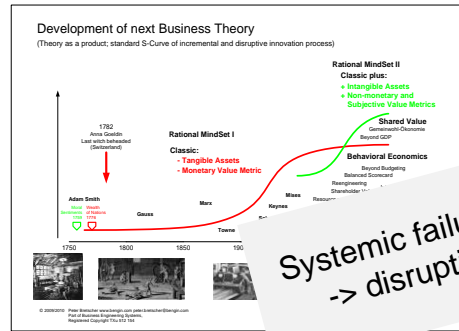
Capitalism is under siege.... Diminished trust in business is causing political leaders to set policies that sap economic growth.... **Business is caught in a vicious circle....**

The purpose of the corporation must be redefined around

CREATING SHARED VALUE



Economic models fail to explain economy



Systemic failure in theory -> disruption solves

Old problem: Stuck in old paradigms.

“I often say that when you can measure what you are doing, you can improve it. But when you cannot measure it, you cannot improve it.”
— Lord Kelvin

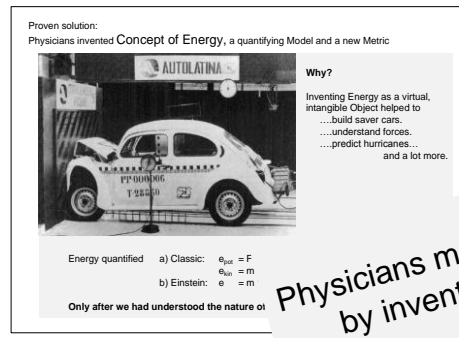
You never change things by fighting the existing ne. To change something, build a new model that makes existing model obsolete.
— Richard Schonberger #1

“It is not what you know, but what you can measure.”
— Albert Einstein

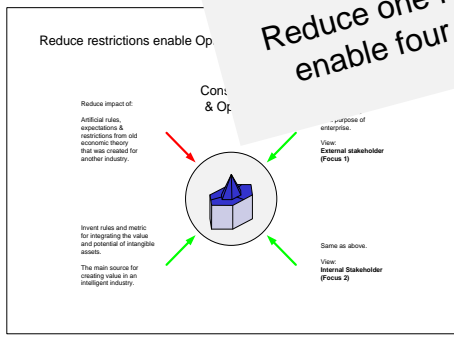
“Count what’s countable, measure what’s measurable and make measurable what’s not measurable”
— Galileo Galilei

A primary task of management in the developed countries in the decades ahead will be to make knowledge productive.
— Drucker in Management (1973)

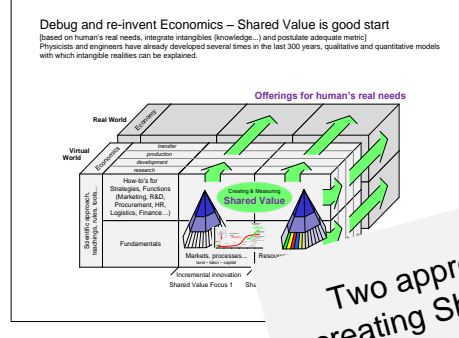
Functional blindness of experts



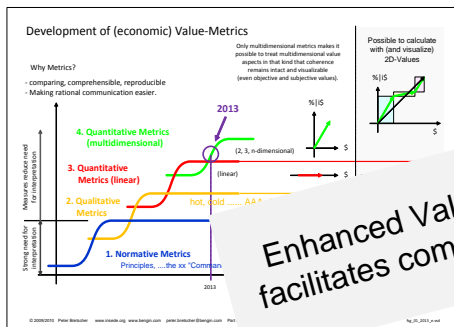
Physicians made disruption by inventing energy



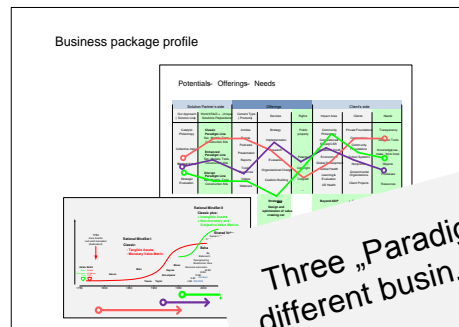
Reduce one restriction enable four options



Two approaches for creating Shared Values



Enhanced Value Metric facilitates communication



Three „Paradigm lines“ different busin. packages