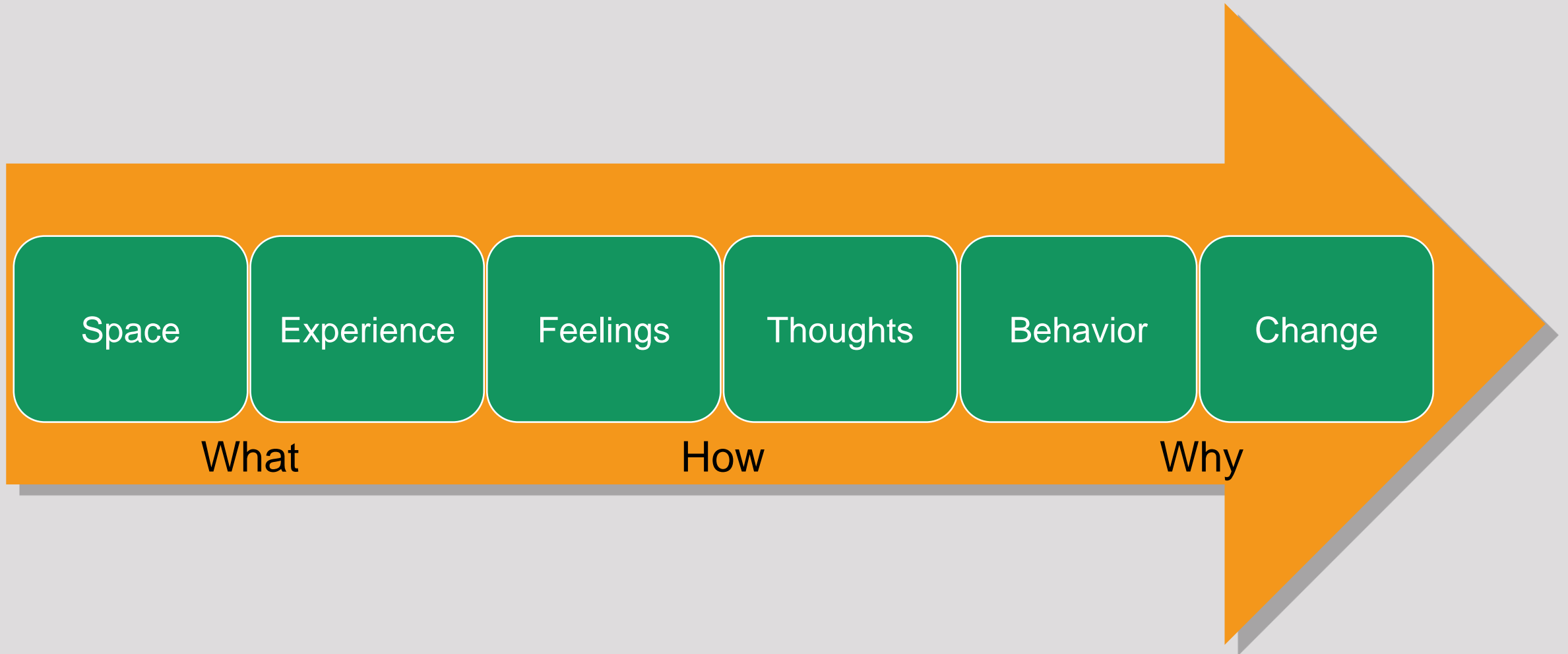


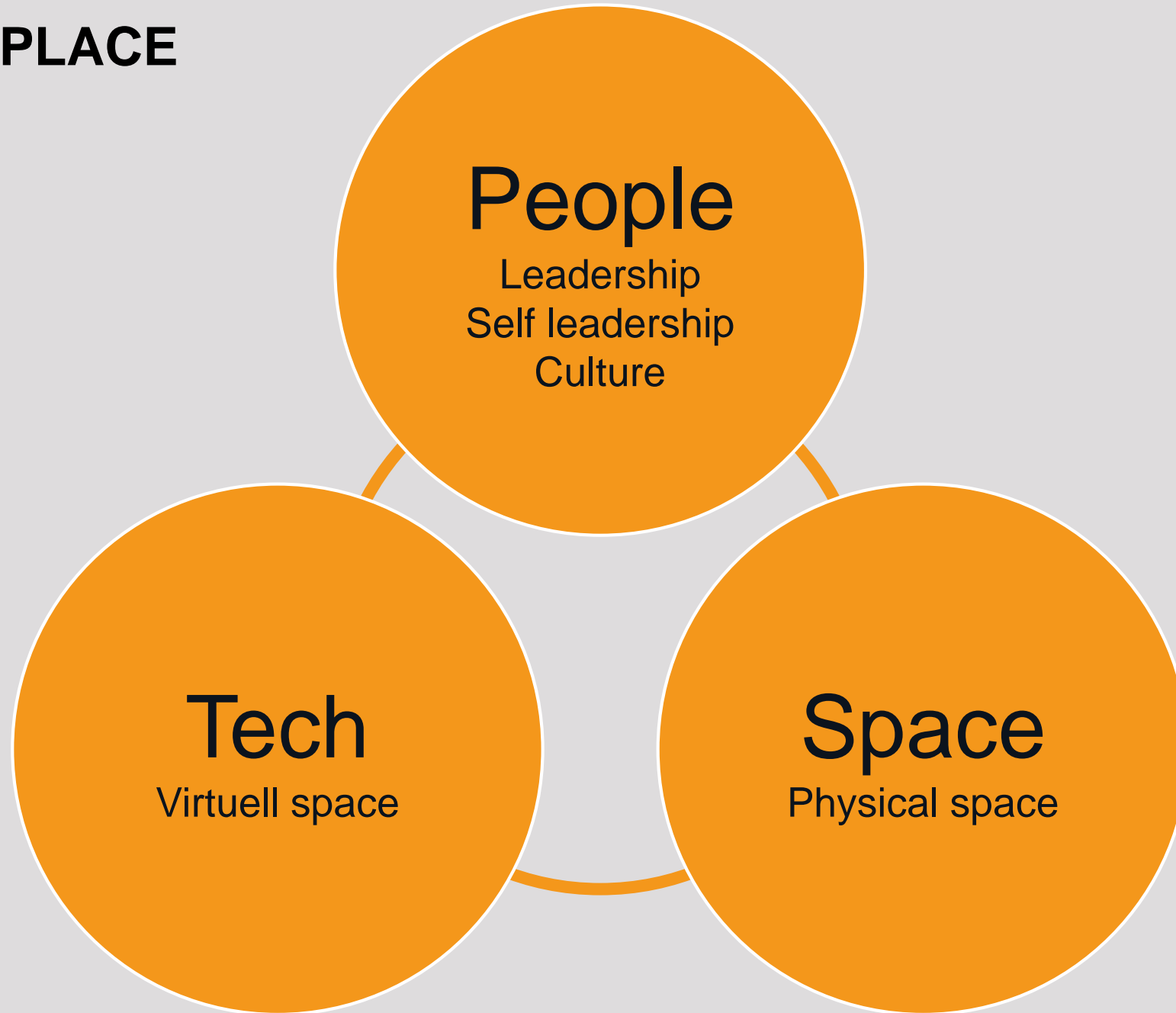


THE MODERN WORKPLACE

A STRATEGIC TOOL FOR CHANGE



THE WORKPLACE



INCREASED SHARING OF RESOURCES AND KNOWLEDGE



Individual



Group



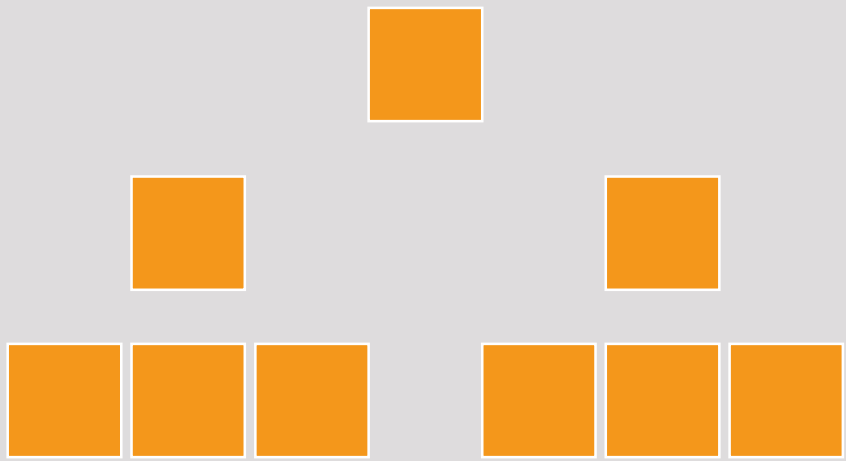
Organization



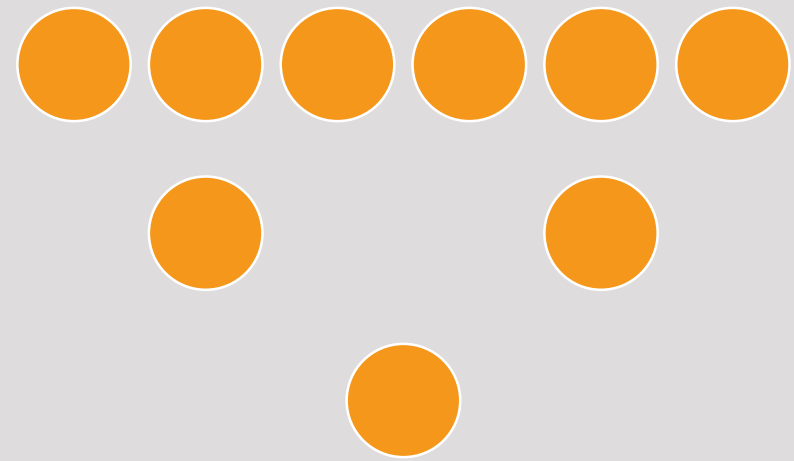
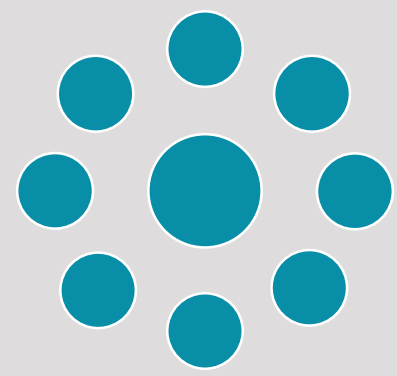
Network

ONE UNDERLYING DRIVER

Simplified



Divide & Same

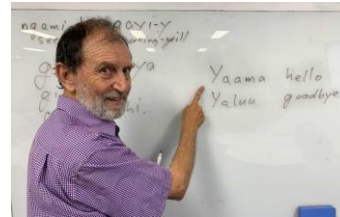


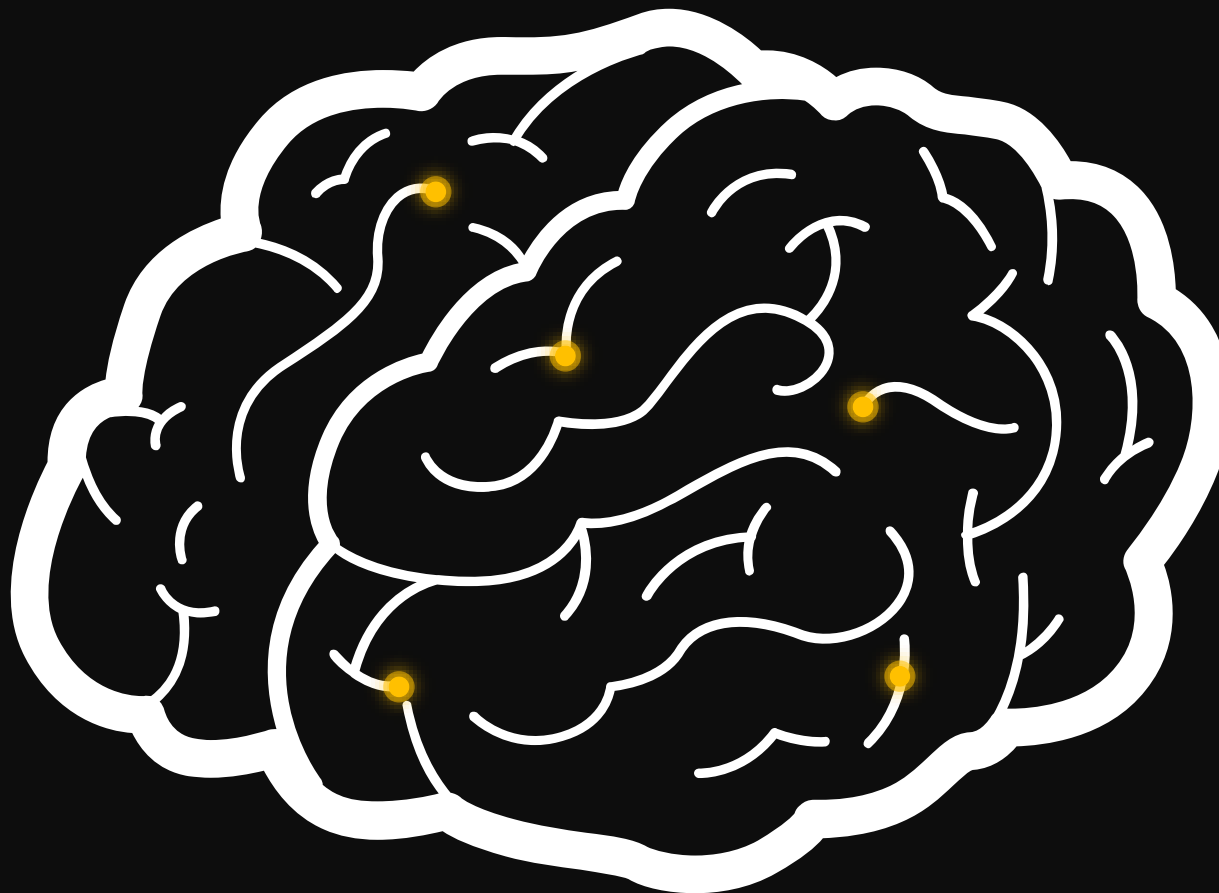
Connect & Different

A close-up photograph of a person's hand reaching upwards, palm facing forward. The hand has dark nail polish. A thin black cord with a small gold-colored charm is tied around the wrist. The background is a blurred pattern of light and dark vertical lines, suggesting a window or a screen. Overlaid on the center of the image is the text "We need your help!" in a bold, red, sans-serif font.

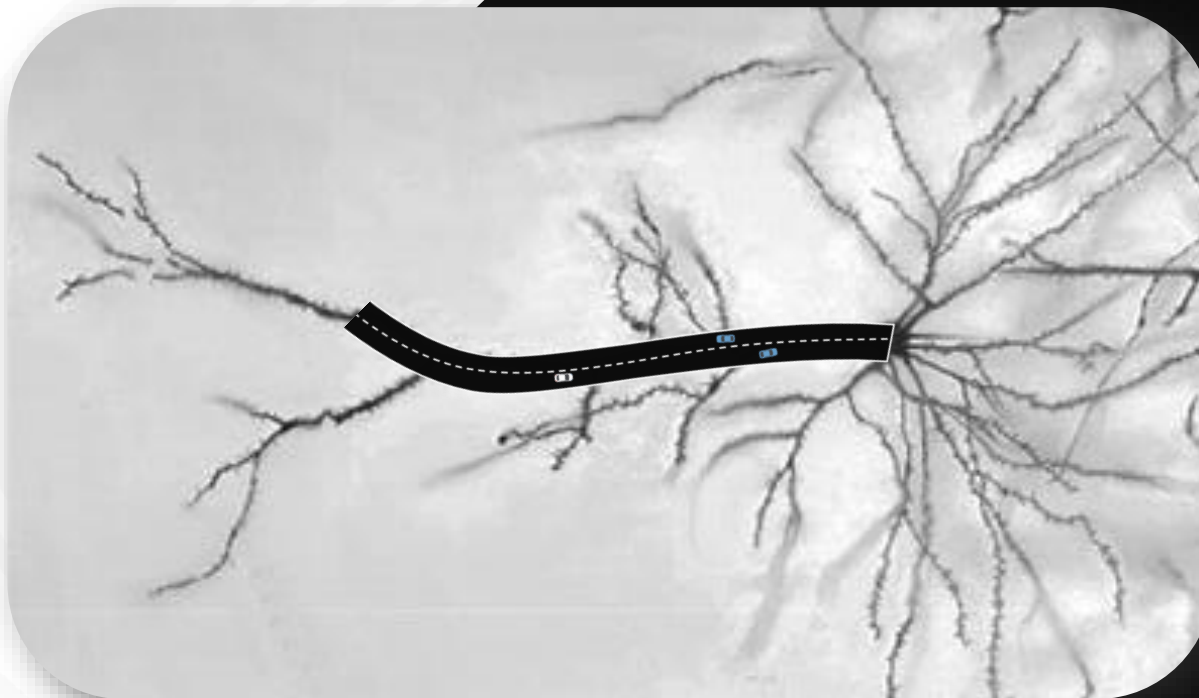
We need your help!

Tech Shifts





Physical Tracks





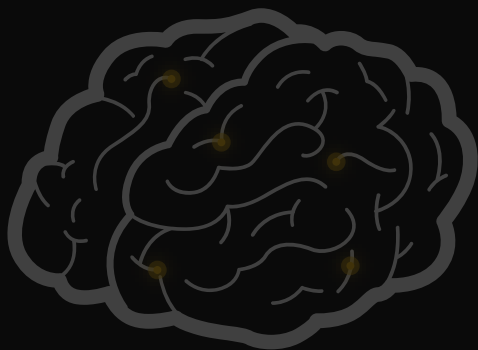


Guilt
Shame





Creative Principles



1) Get Off the Freeway

Make sure to keep the distance.

2) Quality From Quantity

Bad ideas can be raw material.

3) Suspend Judgement

Set a timeframe for an open mind

Interviewer:
"How can you be
so creative?"

Ernst Billgren:
"I don't interfere
with what I do."



[illegible]

VASAKRONAN

Du ār hār

Klarabergsgatan

Sergels Torg

Hamngatan

Master Samuelsgatan

Sveavägen

Klärungsmittel

Drottninggatan

Beridarebanan

Levels of Development

