

Integrated business management as a basis for sustainable enhancement in value

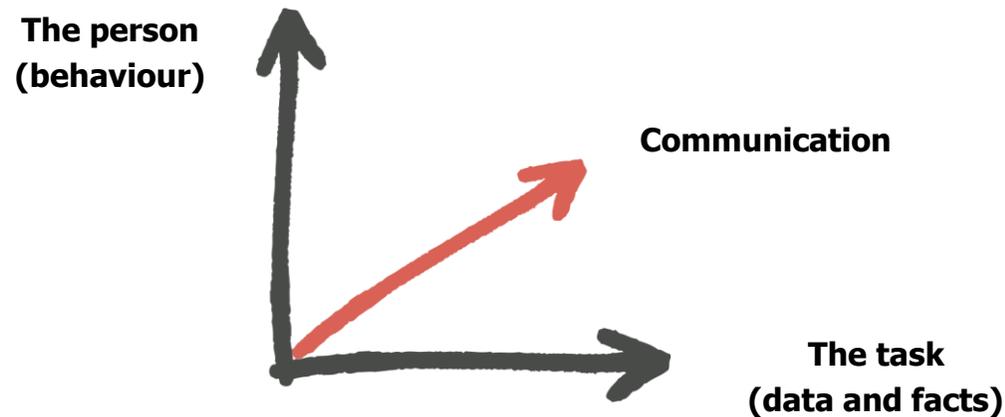
These:

Businesses should be understood as complex organisms and can only be successful in the long run if their set up include

1. multidimensional
2. integrated and
3. consistent

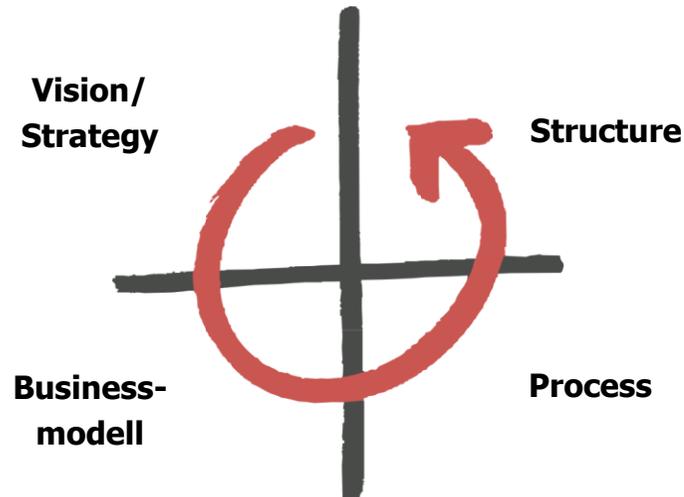
thinking and acting in the leadership and steering system.
Rewards will come if this is accepted and practised by management and employees alike.

add 1: The multidimensional approach



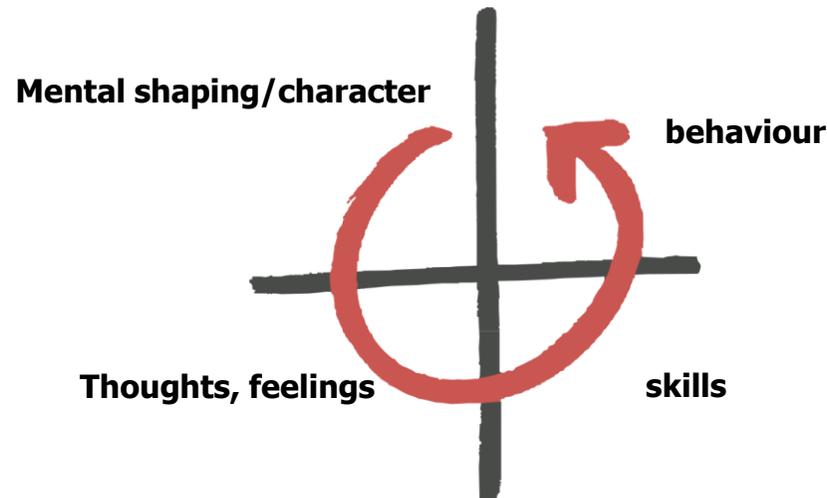
With every decision and action taken within an enterprise the person, the task and the communication have to be seen in reciprocal effect.

add 2: The integrated aspect - taskorientated -



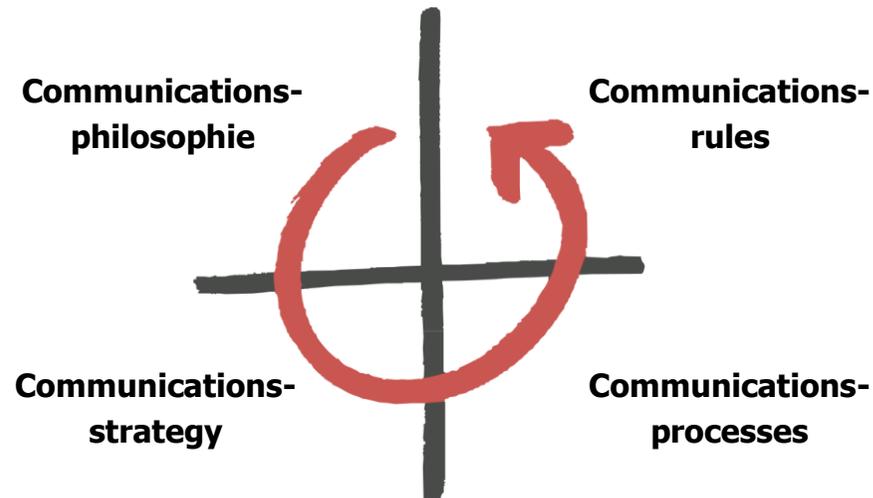
Integrated aspect means to check the meaning of the four boxes anti-clockwise on their coherence and currentness regularly when making all important decisions respectively.

add 2: The integrated aspect - person centered -



means to check the meaning of the four boxes anti-clockwise on their coherence and currentness regularly when making all important decisions respectively (ie. in a 360° feed back).

add 2: The integrated aspect - communication related -



means to check the meaning of the four boxes anti-clockwise and to adjust to internal and external communication requirements.

add 3: The consistent leadership and steering system / control approach

(worth- and value-orientated)

