

## My Manifest

This is the manifest about what I find important in my work & life, in relation to the society we live in.

## Why?

The reason to write a manifest is to get a renewed balance between the rational business criteria and the human values. As an organization contains and is run by human beings, it does make sense to prioritize what is important to the people who make it all possible. As such the motivations and focus will increase and as a result the business will flourish more than ever before.

## Your Manifest

Please write your own manifest as you see it and discuss this with your colleagues. This to produce a manifest for your organization you all agree with. Publish this company manifest internally, use it to attract the right people or the business partners you want to do business with.

# THE HBC VALUE MANIFEST

## WE ARE ONLY HUMAN

- Quality of life is more important than making money.
- Human emotions are part of my life, please do not treat me as a rational homo economicus.
- I'm aware of the tension between unlimited wants and limited means.
- I'm an authentic person and others are too, so I respect their uniqueness.
- I realize when I have enough and I'm able to share

## POWER IS IN ALL OF US

- Innovation is empowered by diversity.
- Not optimizing the system but transforming the system in order to make progress.
- Making a lot of money does not make me happier.
- Anxiety is not my driver and will not empower me, but change will.
- I will share my knowledge with others for further development.
- I want to move from only taking towards giving and sharing

## TECHNOLOGY IS HERE TO HELP US

- Innovation should be directed to improve the quality of life, and not only to make more profits.
- Technology shall be shared to the places in need.
- Innovation is a social effort performed by and with multiple disciplines.
- Data is to serve people and should be transparent and made available to the public.

## THE LIVING SOCIETY

- I'm helping my society by contributing with ideas for progression.
- The individual is more important than the system.
- I'm critical about the society I'm living in, and take responsibility for it.
- We all are accountable and thus helping to solve society problems.
- I will change the system by adapting my attitude.

## BUSINESS IS THERE TO SHARE

- Being business worthy is about ethically and responsibly solving problems of which the outcome creates value for both business and society.
- I value not only money, but also happiness, knowledge and growth.
- A company is a group of people working on the same goal.
- If net profit is more than 100% then the remaining could be used for helping those in need.
- Much of the work we do is aimed at keeping wheels of commerce rolling rather than ensuring that our essential needs are met.
- Production of goods should be based on demand, and overproduction distributed where scarcity is

## OUR ECOSYSTEM IS A RESPONSIBILITY

- I'm aware nature is scarce and I respect nature by taking care of it and use nature responsibly.
- Valuing the environment and well-being are calculation factors to be integrated in other systems.
- Ecological balance and sustainability is our goal.
- I recycle to save and protect our ecosystem.
- Life is in all of us and represented in our ecosystem

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