



THE COMPANIZATION



**IT'S TIME TO MOVE
CAPITALISM TO A
SEVEN GENERATION
PERSPECTIVE**

1

YOU HAVE TO BE PREPARED TO SHARE

The power is really in the hands of the entrepreneurs (new company) or the owners. These persons decides mission, vision and values for the corporation. You might want to become “like ENRON, Shell or Microsoft” or you might want to become “like Body Shop, IKEA or Ben&Jerrys”. There is no reason whatsoever you could not choose from the beginning. Except one: If you think sharing means less money for you, and if you equal less money as less personal satisfaction.

2

YOU HAVE TO UNDERSTAND THE HARD LIFE OF DOING BUSINESS

The Companization-model is designed to be a better company than the already existing models. There would be no reason to take this model to the market if we did not believe this model will also be more economical successful than others. A market is limited; going on the market is war. The competition is so hard that only the best survives, no matter how good the reasons are for being less sharp, for caring about human kind, for wanting to contribute to a better world. If we do not know how to make business, if we do not know how to win... we will loose. The Companization is in this way an ordinary idea to find a strategy towards market shares.

3

YOU HAVE TO EARN MONEY

The Companization is still a company, even though it is a new generation of companies. Until we see changes in the rules of capitalism and market economy the Companization has to earn money, as much as possible. The difference is we cannot do it any way we find legitimate according to business concept or stake holders. We have to be more responsible than that. No one can fire our CEO only because he claims he / she made less profit than possible, not if he / she made this decision according to the constitution of the company

4

YOU HAVE TO MAKE A STAND

To be able to formulate your own mission and to be able to understand the possibilities and risks of communicating a brand containing a clear message, as all Companies will, you have to make a choice whether or not you are willing to risk the criticism and negative publicity this can create. On the other hand this is probably the most powerful tool for creating a strong brand name by brand values. How much money did Red Cross spend on marketing? Greenpeace? Shell? Coca Cola? Body Shop..? You cannot cheat here; you cannot make any short cuts. You have to promise to stick to the constitution, find your own way of working out exactly how you best do it and then do your very best achieving that. You will be very transparent, but if there is good things to see you will also be very successful. If you did not forget Principle 2) that is.

5

YOU HAVE TO UNDERSTAND THE CONSEQUENCE OF A PROMISE

If you do this right, all your employees, your clients, your subcontractors, your shareholders and many others will be your allies. The productivity you will be able to measure will be enormous and even in bad times you will get support. If you do it wrong, if you use the trust you were given, the whole world will be full of enemies... Do not promise too much, do not communicate things you do not try to achieve and do not try to become less transparent you will be fine.

6

YOU HAVE TO LEARN HOW TO HANDLE POWER

The Companization is designed for people that see no reason to choose between money and doing good. It is also designed to outrun its competitors. If you succeed you will have power: The power of money, the power of representing all your stake holders, the power of influencing public opinion. The Companization includes share holders, board members, management, board of association, members of association, employees in company, employees in association – your network in society where you choose to establish will be very extensive. You will handle great influence and therefore you must understand the responsibility it gives you. Therefore you will need wisdom to continue to do good and keep your personal balance when you meet the most corrupting thing there is – power. Still, you need it.

7

YOU CANNOT LOVE MONEY

There is no way you can combine greed with sharing. All your decisions have to be made from a strategic point of view, and the strategy is formulated on the basis of the company's constitution, mission, vision and values. Neither one of these documents can support greed and the love for money as a subject. You can like money, you can love the power it gives to achieve good things, but you cannot love the money itself.





**BUSINESS AS USU-
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IS OVER**