

# Competition vs. Competences

# New Paradigm

- TALENTS & VALUES
- INOVATION
- HIGH ADDED VALUE
  
- CONSUMER FOCUSED

# Old Paradigm

- OPTION BASED
- SOLUTIONS
- PROFIT
  
- PROVIDER FOCUSED

**CHOCOLATE**

**ANGELS**

**JOB**

**DREAM HOUSE**

**MUSIC**

# X MODUL

BELIEFS

GOALS

LIMITING

PROOF

VALUES

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EMPOWERING

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COMPETENT new paradigm  
EXPERT

VS.

COMPETITIVE old paradigm  
EXPERT