Competition vs. Competences

New Paradigm

Old Paradigm

- TALENTS & VALUES
- INOVATION
- HIGH ADDED
 VALUE

CONSUMER FOCUSED

- OPTION BASED
- SOLUTIONS
- PROFIT

PROVIDER FOCUSED

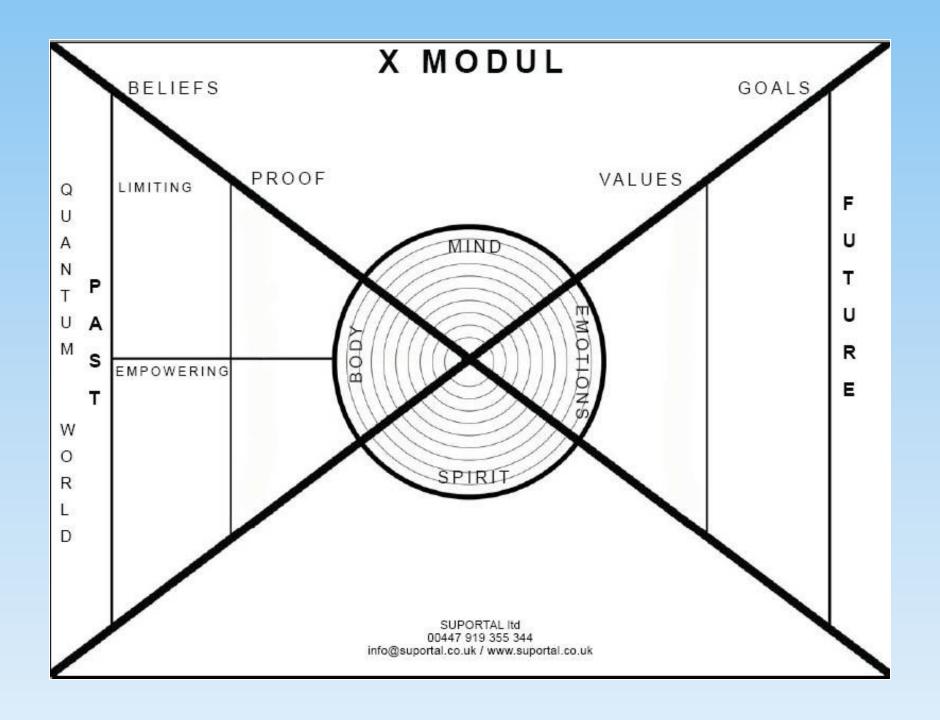
CHOCOLATE

ANGELS

JOB

DREAM HOUSE

MUSIC



COMPETENT new paradigm EXPERT

VS.

COMPETITIVE old paradigm EXPERT