

SOFT VALUE	COMMERCIAL PURPOSE
More satisfied employees	Fewer days of sick leave, and thus fewer costs for temporary workers, overtime, etc. Lower staff turnover and, therefore, fewer costs for recruiting and training new employees.
Improved image	Increased sales.
Better indoor climate	Fewer days of sick leave, and thus fewer costs for temporary workers, overtime, etc.
Better project culture in the company	More combative spirit around the projects and their objectives, and thus fewer exceedances and more successful projects. Easier to recruit skilled project managers and, therefore, lower recruitment costs.

FIGURE 11.6  
Soft values and commercial objectives.