3	Entrepreneurial.	Employees must have the opportunity to test ideas, perform experiments, test new projects, and engage with those who have potential.	Chap. 6: Adizes' four leadership roles Chap. 8: Competing values framework (CVF) Chap. 9: Creativity and innovation
4	Works as a small company.	Split into smaller units that work fast and agile, and thus are quick to adapt to new tasks and situations.	Chap. 11: Project models (scrum)
5	Focuses on employees who want to work with them – and don't have to.	The company and its tasks must be attractive to employees who are passionate about what they do and do not work out of need.	Chap. 4: Motivation
6	Adapt quickly to changes.	In order to succeed, the company must quickly adapt to new trends and new technology.	Chap. 11: Change strategies and concepts
7	Innovation everywhere.	'Idea' and 'innovation' are two different things. Ideas occur all the time, but the process of taking an idea and turning it into something useful is innovation. All employees in the company must have the opportunity to come up with ideas and work on them.	Chap. 9: Creativity and innovation
8	Storage in the cloud.	IT-systems must work at all times and can be accessed from anywhere via any conceivable device.	Chap. 9: Communication
9	More women in top managerial roles.	The company supports and encourages more and more women to be part of the leadership and top management.	Chap. 2: Theories of organizations and societies
10	Flat structure.	The company organizes itself with as flat a structure as possible. Top-to-bottom own and side-to-side communication.	Chap. 3: Differentiation – Integration
11	Uses storytelling.	Employees want to work for organizations they believe in and whose values align with their own. There is no better way to do this than by telling stories about how the company started, why it exists, and where it is headed.	Chap. 10: The strategy process
12	Democratised learning.	For the future organization, any employee can act as a teacher or a student and can learn from colleagues anytime, anywhere.	
13	Focus from profit to prosperity.	The company not only focuses on profit but also wider on matters such as employee health and well-being, community involvement, sustainability and a positive impact on the world.	Chap. 7: Sustainability and CSR
14	Adapts to the employer and the manager of the future.	The company monitors trends in both workers and managers.	

FIGURE 3.27
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