



Labour Relations Commission Symposium
23rd February 2011
'Building Better Employment Relations'

Creating Businesses – Creating Jobs
...in smart and less-smart economies

Changing Businesses – Changing Habits

by

Christian Majgaard, M.Sc. B.A.

Creating Businesses – Creating Jobs

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Changing Businesses – Changing Habits

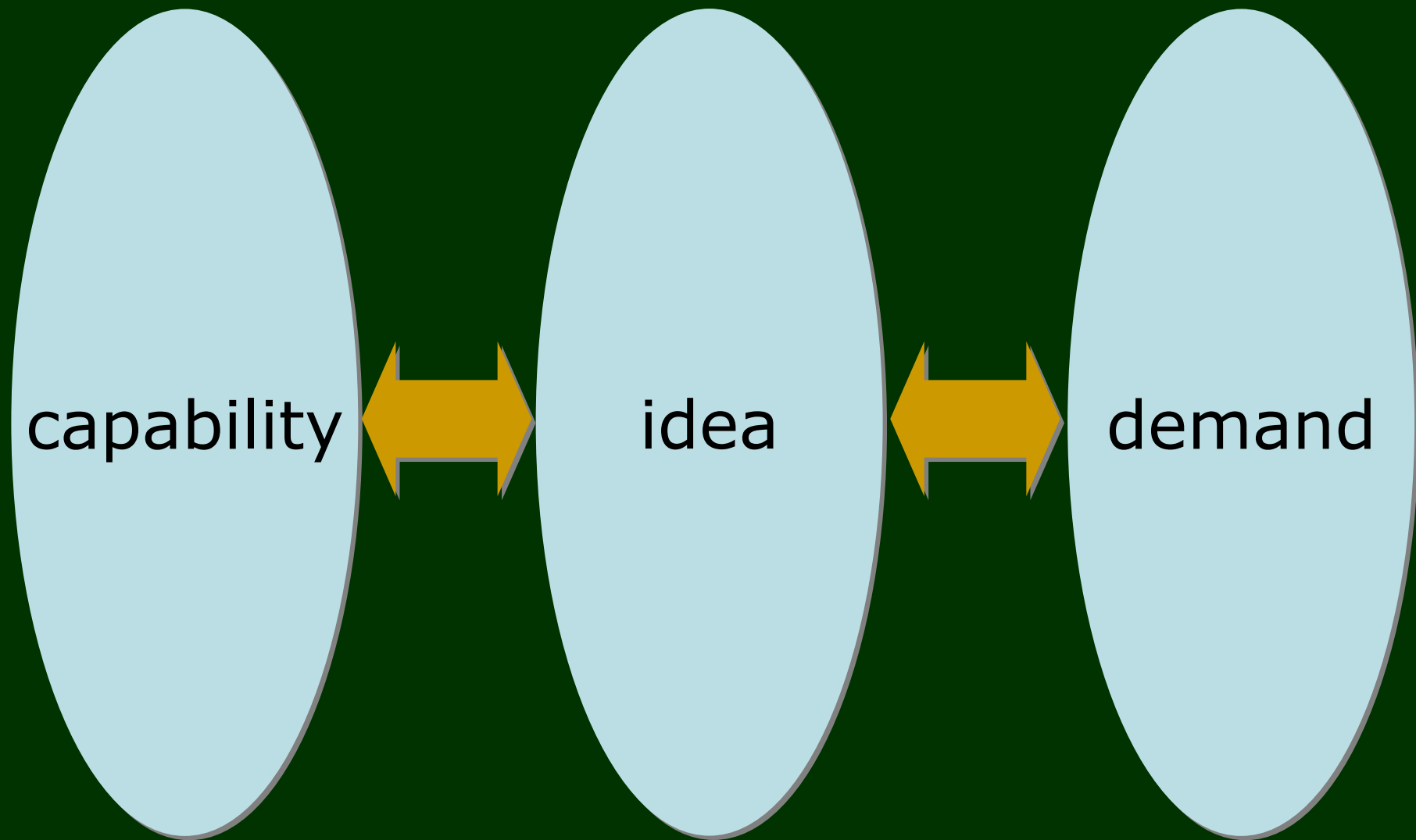
by Christian Majgaard, M.Sc.B.A.

*My son,
do consider bio-
tech before
soccer!*

??



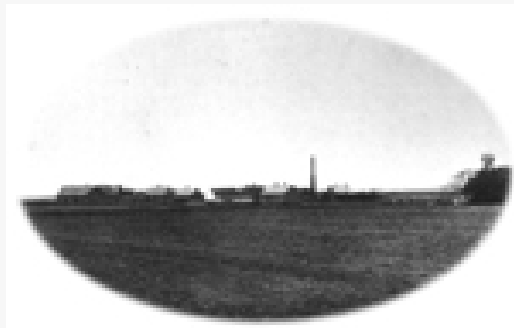




1932..

1990

2011



(1946)



44.000 jobs in Denmark

1941



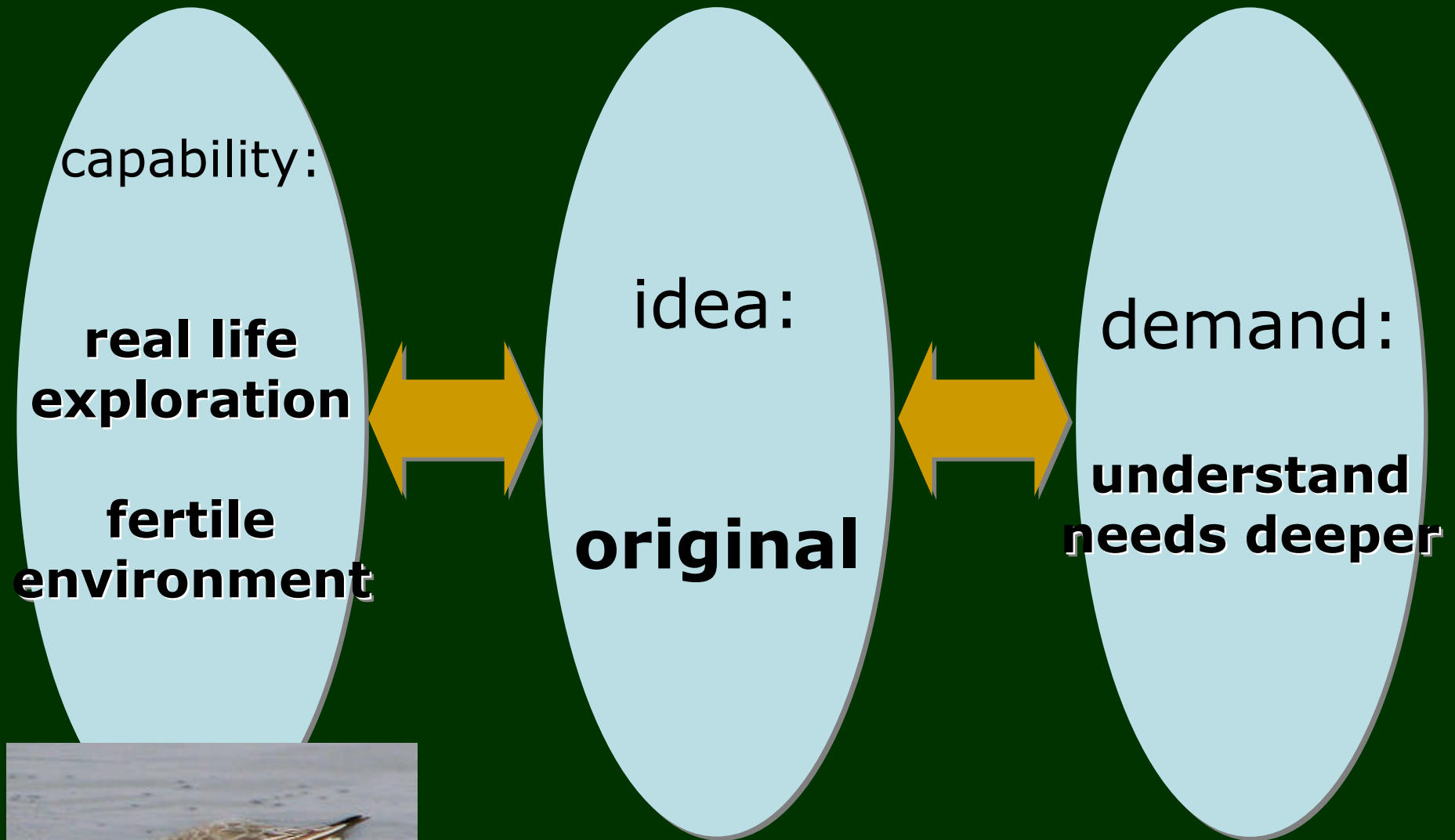
2011



1993..... 2003.....2011

Janus Friis & Nicklas Zennström





Real life exploration:..

Shifting jobs

Challenged

Mentors/ masters

Fertile environment....

money

legal

access to pro's

dawning market

opposite - partner



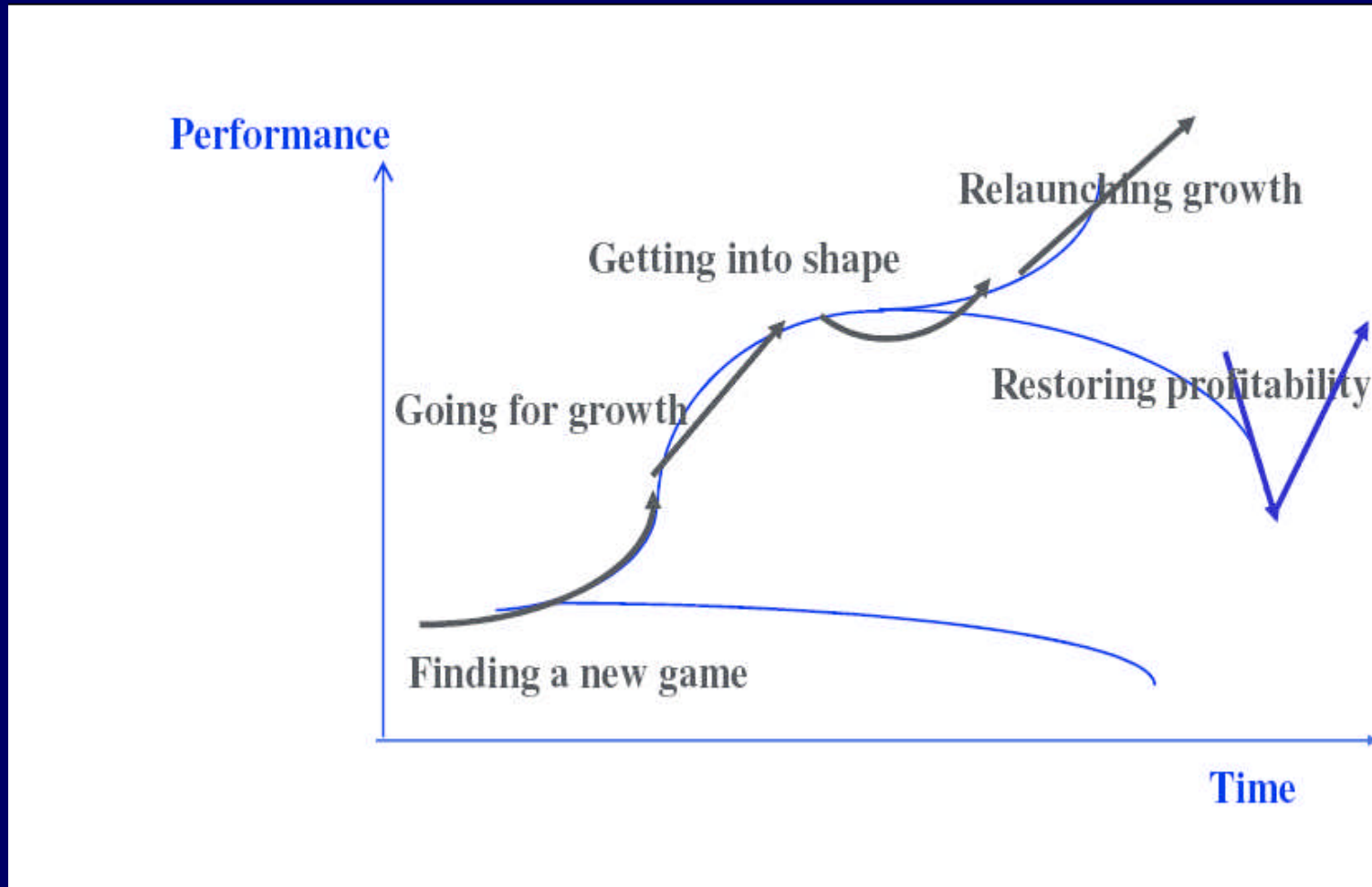


developed ?
prepared ?

creative strategy meeting.....



Paul Strebel's 5 strategic moves



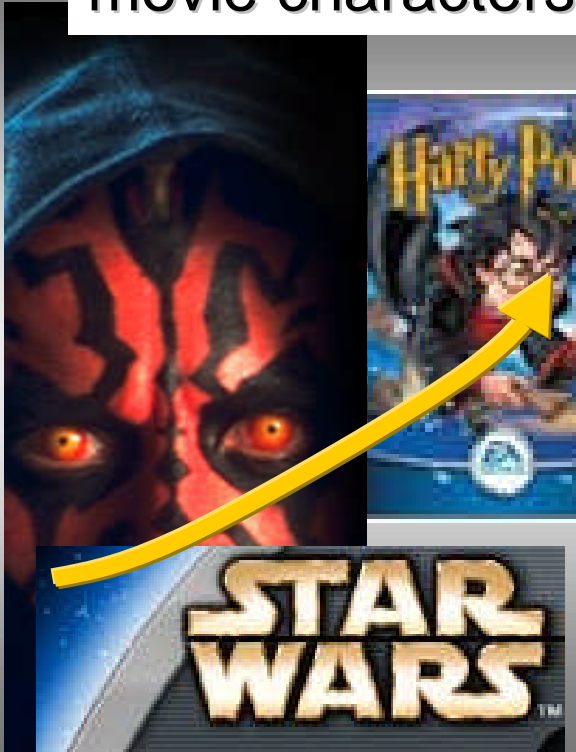


answering “Who is the customer ? “ in a new way

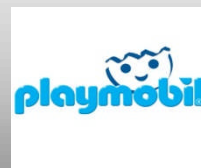


mid 90 'ies

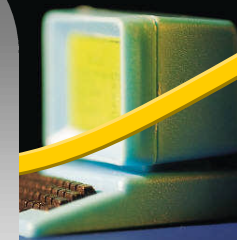
movie characters



classic toys



family PC & elektronik games



INTENDO 64





purpose !
+
possible !
+
necessary!

Possible

mechanical

structure

skills

ressources

legitimacy

psychological

*what is in it
for me?*



*We don't
have time!*

Interesting!

*We don't
understand!*

*We have had
some
good
discussions
about it!*

- not radical, but balanced



invent/innovate

best practices

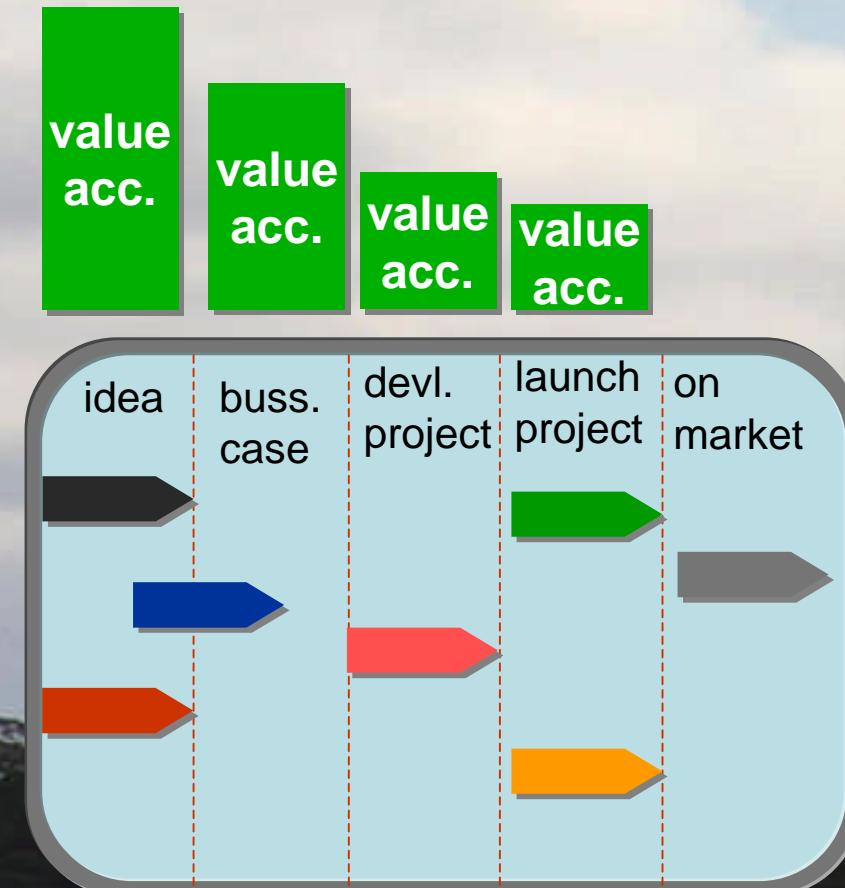
maintain

repair

delete

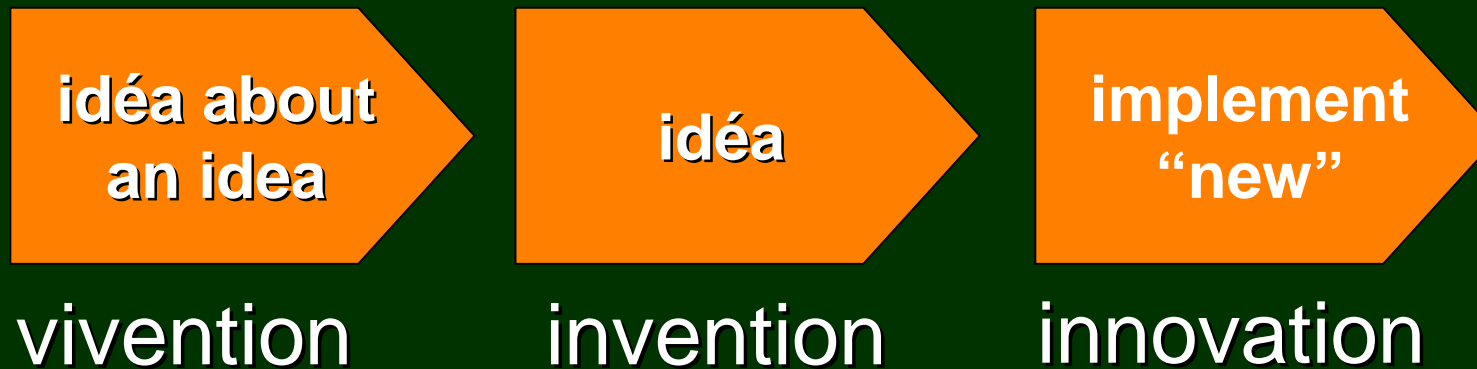
- not incidental, but organised

Maintain choice.....



- not limited by ceo's imagination

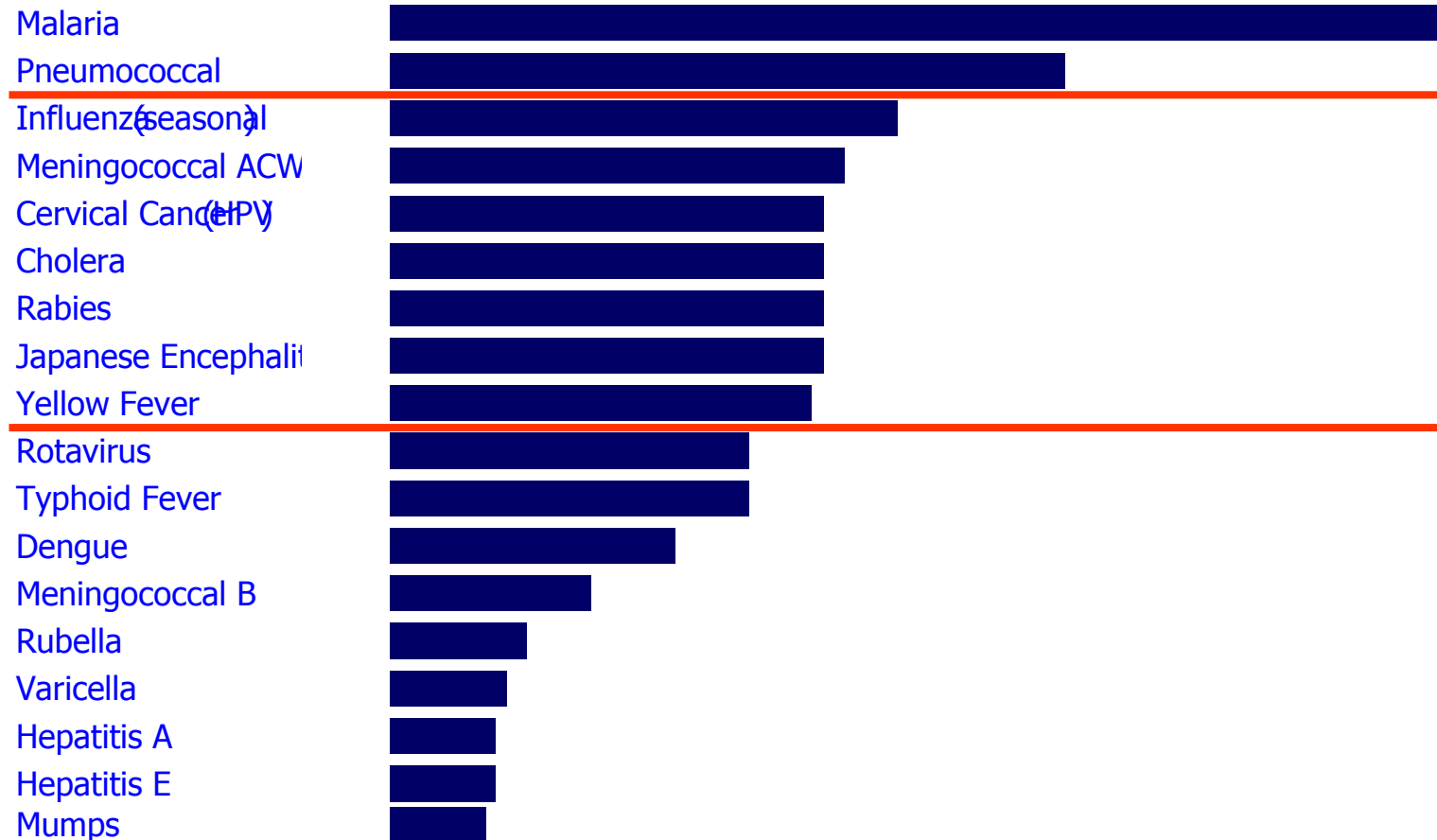
what are we looking for?



example: “vivement”

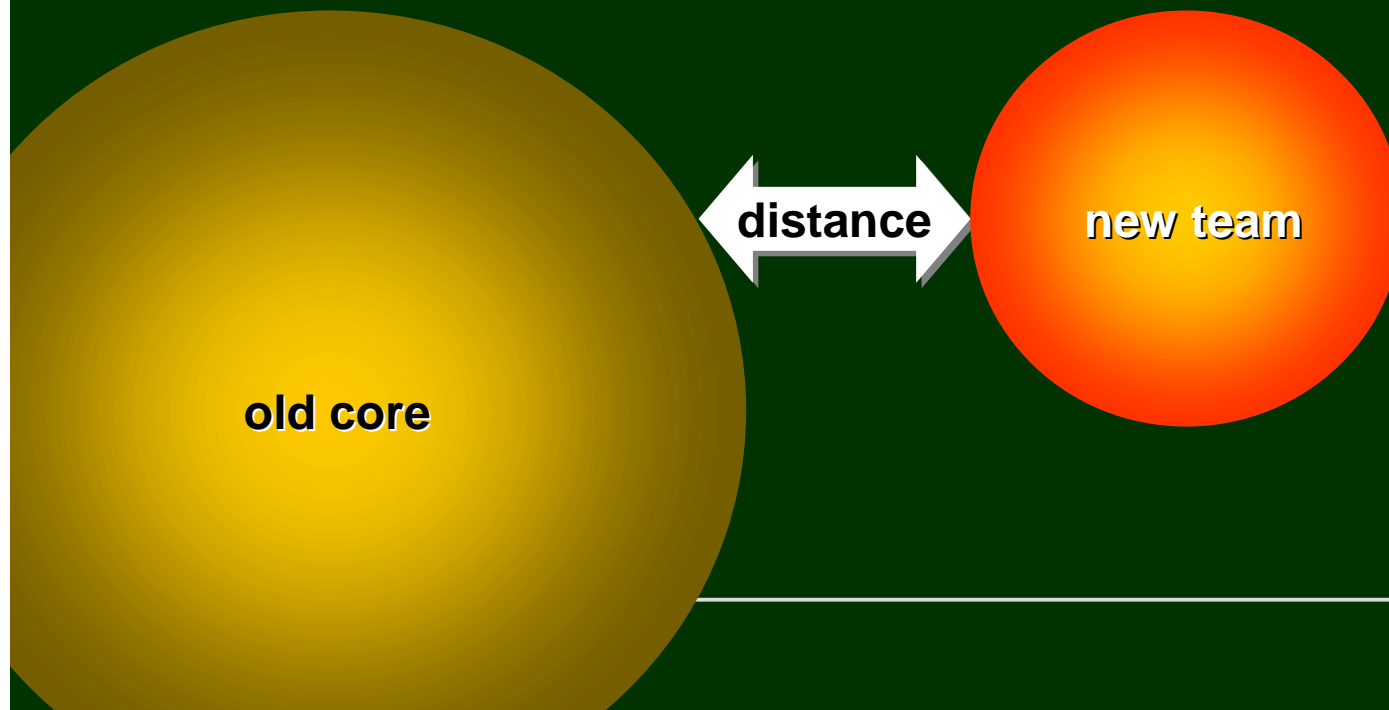
WHO Vaccine priority list against Infectious Diseases

Consensus assessment of relative importance

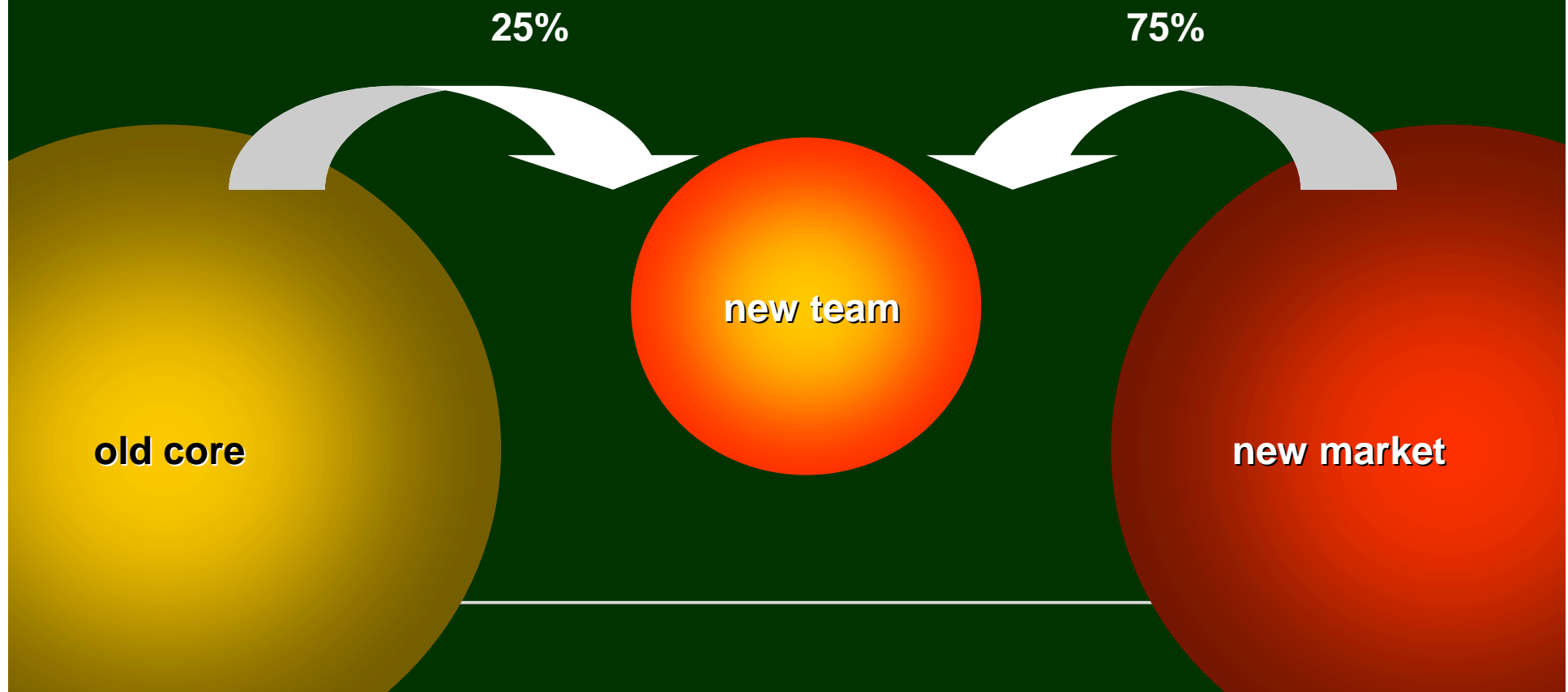


* Based on assessment of: Mortality rates, Epidemic / Pandemic potential, Economic impact and Morbidity rates

hint no 1: *defined distance*




hint no 2: 25%-75% *people mix*

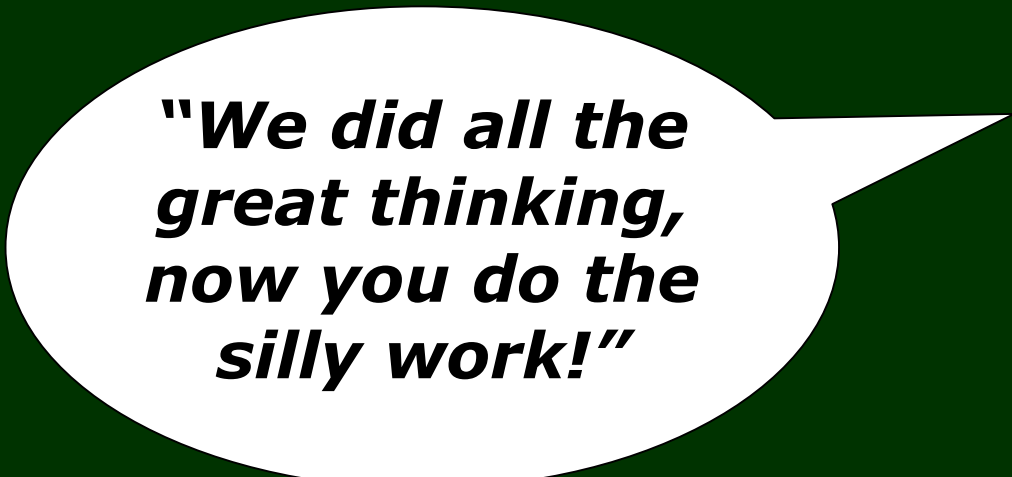


hint no 3:

know team A's perspective by launch



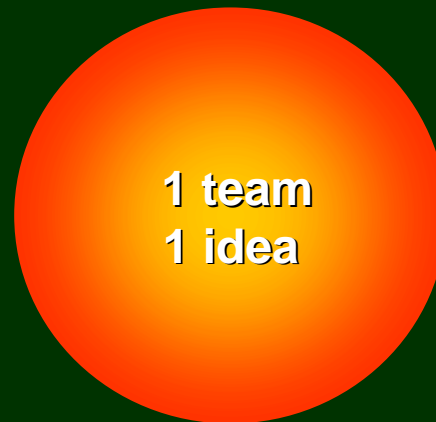
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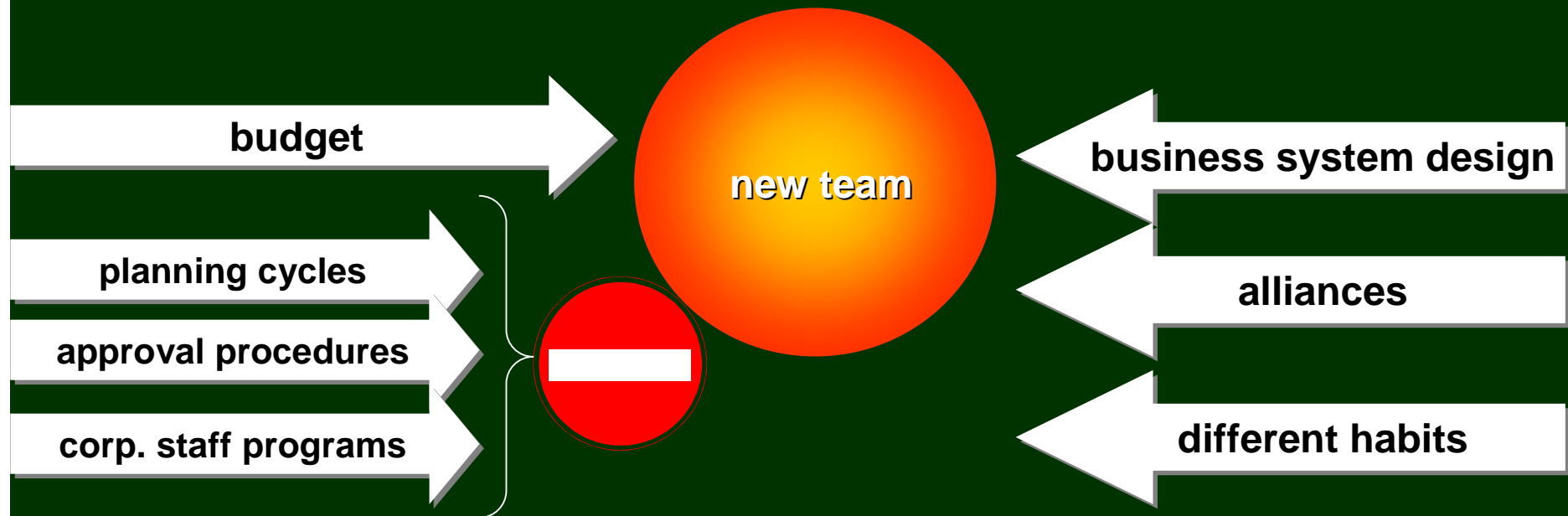
**"We did all the
great thinking,
now you do the
silly work!"**

A

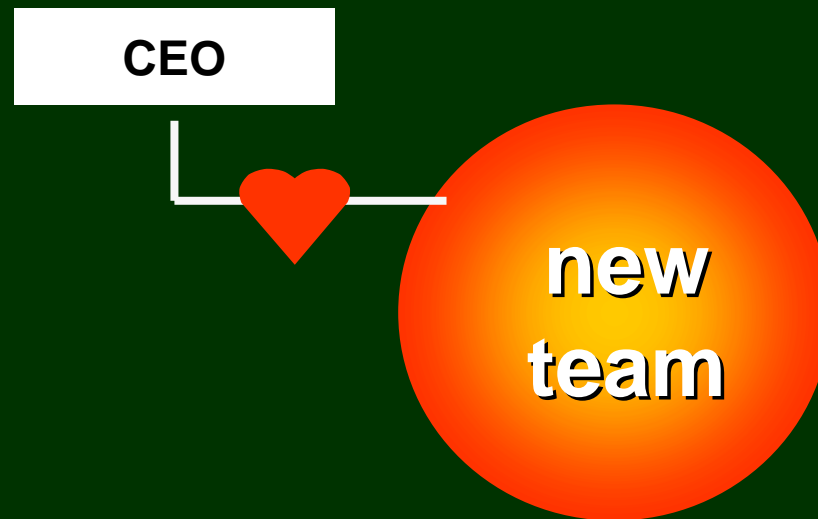
hint no 4: *single mindedness*

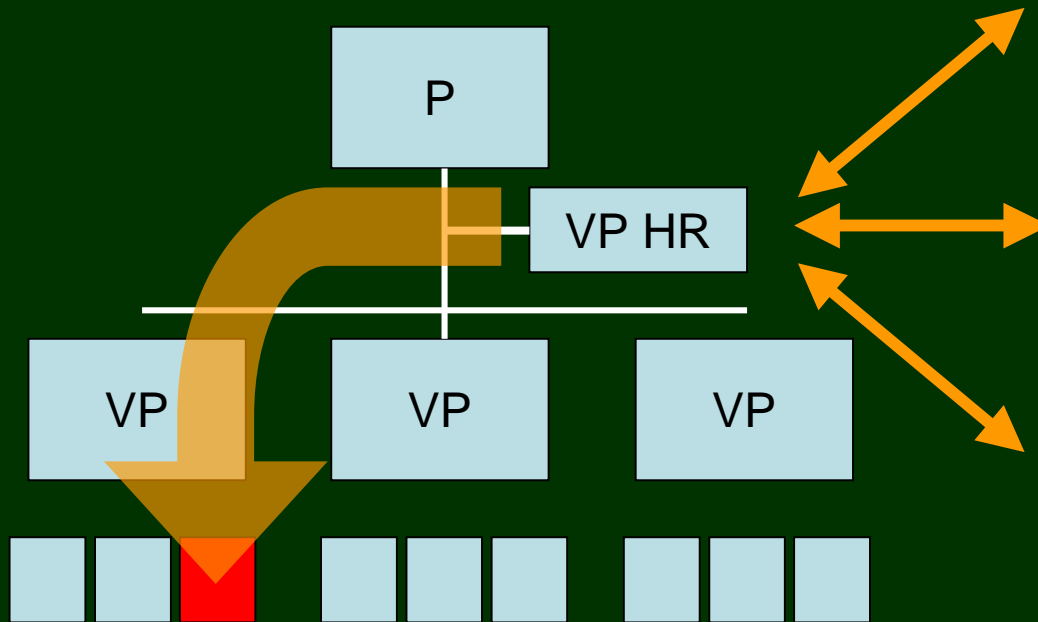


hint no 5: *freedom within broad frames*



hint no 6: *close to CEO*





2010: 2,5 years

- jobrotation
- in company training
- bonus for HR development



*you must be the change you
wish to see in the world!*
Ghandi

