



The world goes on

Where I is about your worldview, WE stands for the group: belonging, connecting with others, working together, taking care of each other. More and more people realize that growth is not infinite, more is not always better and working harder does not lead to a better result. WE stands (so also omit these words) for society. Since time immemorial, it has consisted of three organisms that influence and maintain each other.

The ancient Greeks called it the oikos, polis and agora.

Ever since sustainability has been on the agenda, **people, planet, profit** have been discussed worldwide. In our society, this is synonymous with your private environment (you and your loved ones), the government (for policy & regulations) and the market (where supply & demand reigns).

Traditionally, they have been separate worlds with their own interests. Since the arrival of the Internet, the boundaries are blurring and there is an increasing awareness that the harmony between people, planet and profit is hard to find. Structural problems can only be solved by working integrally. But in practice, the gap remains between left & right, top-down & bottom-up, profit & non-profit, government & citizens, the system & living world, permanent & flexible work and work & private life. Meanwhile, problems become more complex and disruptive developments disrupt established structures.

Integral flexibility is needed to meet these challenges. Anyone who wants to can contribute to that. You too. Simply by taking a win-win-win perspective as a starting point, so not thinking in contradictions. This allows you to break patterns. Also your work pattern. This starts with a different look at work.

Fact: The Central Bureau of Statistics has no definition of work