

# New Work: Value added

What is the objective of New Work? What benefit should it bring?  
For what purpose do we use the concept of New Work?



**Quality &  
Customer  
Focus**



**Innovation  
& Creativity**



**Antifragile  
Business  
Structures**



**Balanced life &  
Meaningfulness**



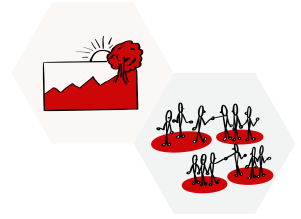
**Company  
Attractiveness**



**Get into  
Action  
Faster**



**Self-responsibility  
& Entrepreneurial  
thinking**



# New Work: What for?

Here you will find an overview of the New Work value propositions. It is a variety of different hopes that we place in New Work to meet the challenges and use the economic, political and environmental drivers of our time as opportunities.

When you engage with New Work, the value proposition sets the focus of your work. Each value added is important. Picking one now as most important will help you to focus your energy. The value proposition answers the question: What is important or most important to you at the moment?

The value proposition cards on the previous page sound more or less understandable or familiar, depending on your context. On our website we try to document the terms bit by bit in a wiki form.

## **HOW DO YOU PROCEED?**

Since every value is important, make a forced ranking, i.e.: sort the cards by relative importance. Then continue working with the top card.

Enter the name of the selected card into the New Work Map #2 (Chances). Follow the steps there. The New Work Maps are part of the Toolbox, order it at [newwork.wondercards.world](http://newwork.wondercards.world).