

## RED WORKING WORLD

Community orientated growth and purpose  
New things to be explored, failures to be tolerated  
Management by incept and adapt  
Innovations necessary to survive in the market  
Knowledge work, independent of place and time  
Work includes employee's own initiative  
Constantly rethinking what and how to do  
Fluids responsibilities necessary  
Work not plannable

## BLUE WORKING WORLD

Plannable work  
Rules, methods  
Work according to instructions  
Standard procedures and processes  
Physical/mechanical work  
Management by key performance indicators possible  
Failures should be avoided  
Cost reductions through optimization  
Added value by maintaining what already exists