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# MANIFESTO

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01

I believe that change is the only constant.  
(Heraclitus did too)

**BE READY**

02

I believe that digitalization of organizations can be done in a humane way.

**DO IT**

03

I believe that we must be the writers of digitalization, not merely serving it.

**OWN IT**

04

I believe that human capital is the strongest force in the organizations of tomorrow.

**BE FORCEFUL**

05

I believe that that force starts with knowing oneself. With challenging oneself.

**KNOW THYSELF**

06

I believe that true cooperation can unleash the most powerful energy. True cooperation can only happen when people fundamentally respect each other.

**STAND TOGETHER**

07

I believe in free minds, curiosity, resistance to the status-quo.

**BE FREE**

08

I believe that every single one of us can be free, curious and rebellious.

**ENCOURAGE ONE ANOTHER**

09

I believe in truthful, humbleness, commitment and passion.

**ONLY ACCEPT WHAT IS REAL**

10

I believe change can only happen when we want it to happen. And we want it because we believe it.

**BELIEVE**

11

I believe in human beings. In humanity.

**BE HUMAN**