

PRINCIPLES

What will you learn?

- How **principles** relate to **practices**.
- The Management 3.0 Principle: **Improving the system**.
- The Management 3.0 Principle: **Managing the system, not the people**.
- The Management 3.0 Principle: **Engaging people** and their **interactions**.
- The Management 3.0 Principle: **Helping to delight all clients**.
- The Management 3.0 Principle: **Co-creating work**.

What will we discuss?

- What is **harder**, **manage the system** or **manage the people**, and why?
- Can you **measure** if **principles** are applied **correctly**? If so, how?
- If you **agree** on a **set of principles** in an organization and people **don't live up** to those principles, what do you do?

