

## **Businesses are the coral reefs of economies**

*How to build and maintain healthy business ecosystems using a holistic approach*





1

Businesses as  
ecosystems

Discussion  
Points

2

4 Key elements for  
a healthy business



Successful and forward-thinking businesses realise that the gradual move from a **self-contained organisation** to **an ecosystem** has accelerated in the current crisis.



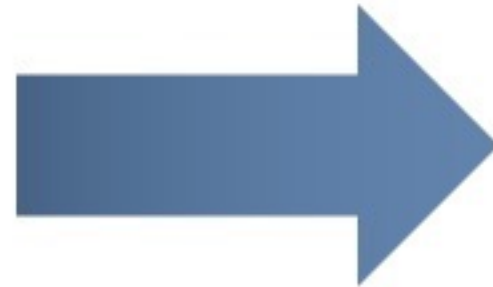


# Business Environment Change Impacts

Firm centric

Ecosystem centric

- **Defined** competition
- **Bounded** reality
- **Localised**
- **Causality**
- **Vertical** integrated industries



- **Pervasive** competition
- **Morphed** reality
- **Globalised**
- **Randomness**
- **"Galaxy"** integration

# Business Model Change Impacts



Firm centric

Ecosystem centric

- **Ad hoc** innovation
- **Linear**
- Asset **ownership**
- Closed-loop **infrastructure**

- **Embedded** innovation
- **Exponential**
- Asset **access**
- Participatory **platforms**

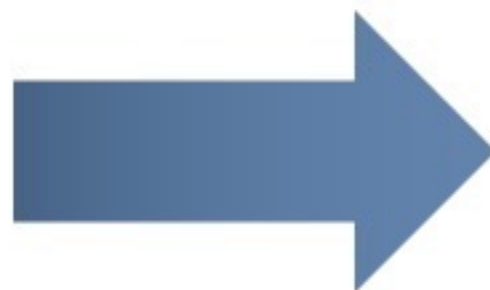
# Culture Change Impacts

Firm centric

Ecosystem centric

- Building **walls**
- **Central** authority
- **Control**
- **Solitary** hero
- Internal **politics**

- Building **bridges**
- **Autonomous** peering
- **Trust**
- **Collaborative** team
- External **impact**







In this ecosystem centric environment, successful organisations weave  
**FIVE THEMES** into a holistic approach







1

# Shape-shifting Resources

resources need to be adjusted quickly as things change





## Systematic Renewal

proactively on top the latest  
developments and how to  
incorporate it into your business

2





## Healthy Disengagements

don't get stuck and wait -  
quickly disengage and tilt to  
the new way of operating as  
things change

3









5

## Healthy business ecosystem

consisting of 4  
interlinked areas of the  
business



The **SCIENCE**  
of business



01

The **ART**  
of business



02

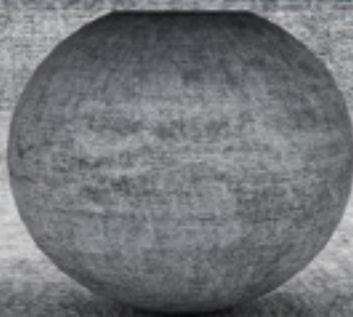
The **SPIRIT**  
of business

04



03

The **ETHICS**  
of business

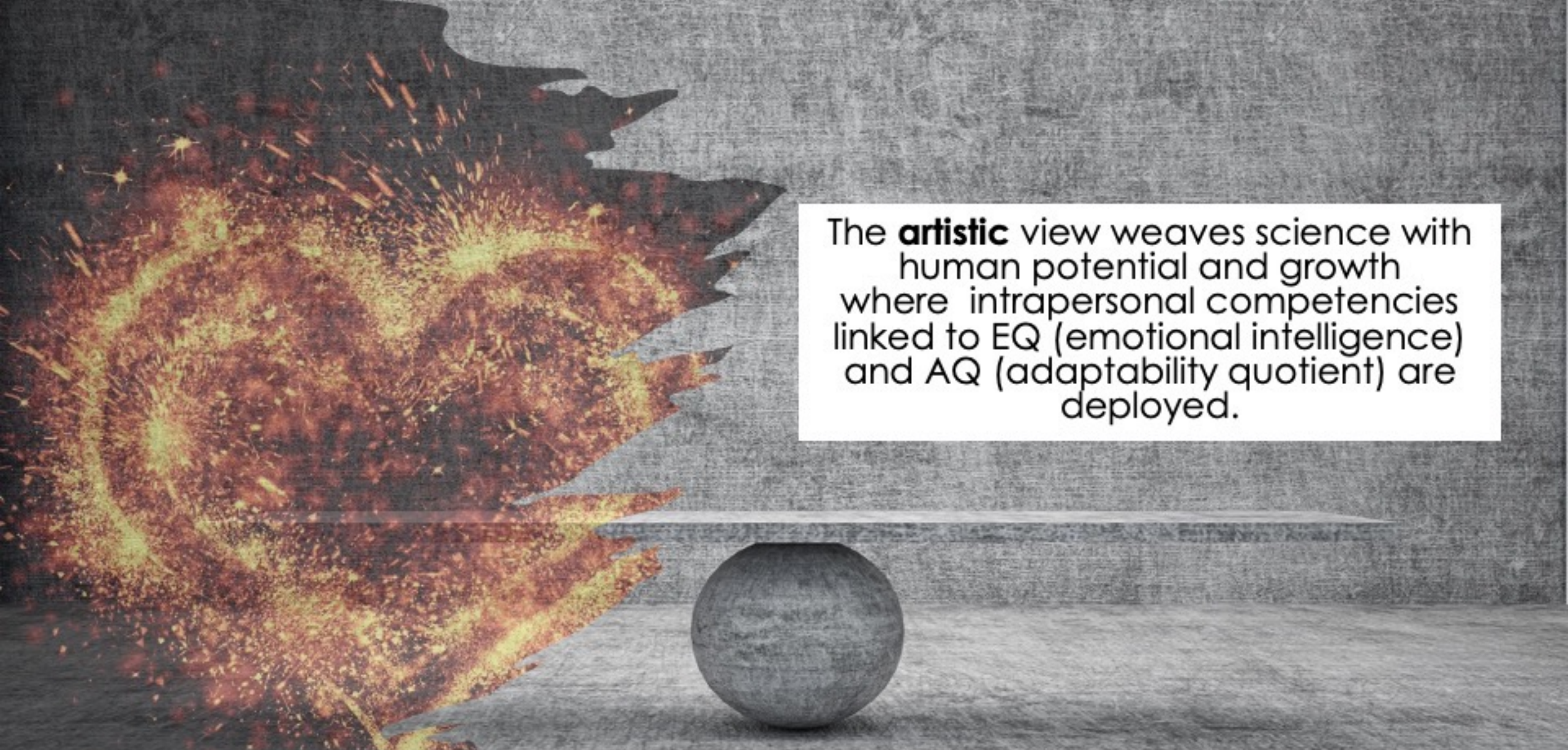




The **science** view focuses on maximising value through quality, productivity and profitability. Leadership competencies are linked to IQ (cognitive intelligence).







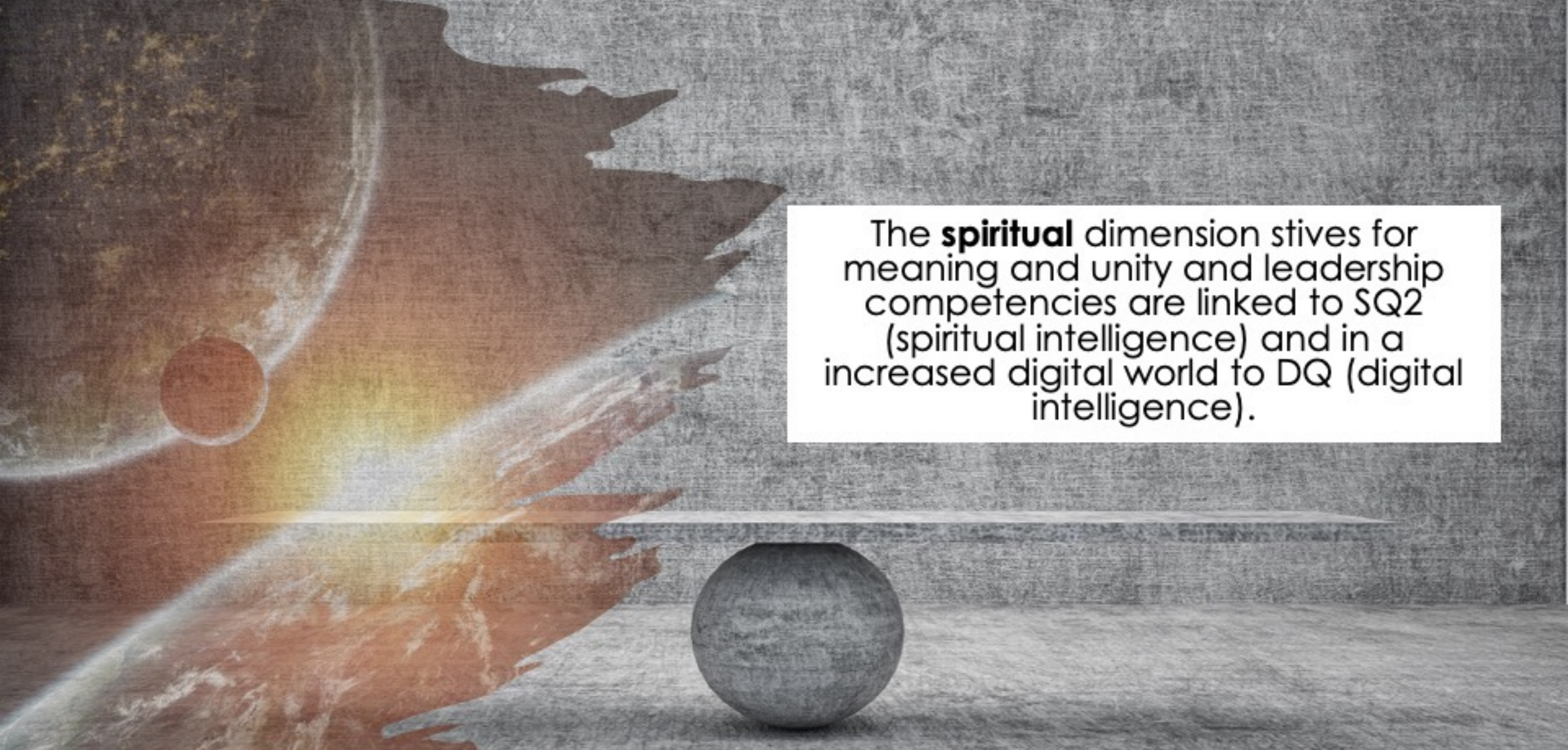
The **artistic** view weaves science with human potential and growth where intrapersonal competencies linked to EQ (emotional intelligence) and AQ (adaptability quotient) are deployed.



**Ethics** guide interactions with the ecosystem through values which determine the culture. Interpersonal competencies linked to SQ (social intelligence) and CQ (cultural intelligence) are important.





A large, textured hand is shown holding a small, dark grey globe. The hand is positioned on the left side of the frame, with its fingers wrapped around the globe. The background is a textured, greyish surface. The lighting is dramatic, with a bright, warm glow emanating from the hand, creating a strong contrast with the dark globe and the grey background. The overall mood is one of care and responsibility.

The **spiritual** dimension strives for meaning and unity and leadership competencies are linked to SQ2 (spiritual intelligence) and in a increased digital world to DQ (digital intelligence).





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