

The Living Company

The living company exists primarily for its own survival and improvement: to fulfill its potential and to become as great as it can be.

Four Attributes of a Living Company

- Sensitivity to the environment in order to learn and adapt.
- Cohesion and identity are the aspects of a company's ability to build a community and a persona for itself.
- Tolerance and its corollary, decentralization, are the healthy symptoms of its ability to build constructive relationships.
- Conservative in its financial policy to retain the resources that allow for flexibility and the ability to govern its own growth.

Adapted from *The Living Company* by Arie de Geus