



[Nordic Business Forum](#)

## LEADER'S DIGEST

*"Money is the currency of transactions. Trust is the currency of interactions."*

Rachel Botsman



### FOCUS ON VALUE METRICS

"What we need is a value metric revolution", said **Morten Hansen** at our online event last September.

What he means by this is that, for example, medical doctors should look at the percentage of accurate diagnosis instead of the number of patients they've seen. Lawyers should look at the percentage of legal problems solved instead of the number of billable hours. And teachers should focus on the percentage of students who actually learned instead of the number of classes taught. "We need to focus on value metrics. And we should use this crisis to make the transformation."

Hansen highlighted that especially in this remote setting, value metrics work well as you're looking at the output - the value your employers create - not the input.

[You can read about other development ideas by Hansen from our blog.](#)

READ THE ARTICLE

### EMPLOYEES FIRST, CUSTOMERS SECOND



"Employees first, customers second" is a principle that enabled HCL Technologies, an IT services company with over 100,000 employees, to increase its market cap, revenue, and profitability six-fold. The concept was first introduced and implemented by **Vineet Nayar**, the CEO of HCL during 2007-2013.

So, what does this "Employees First, Customers Second" actually mean? [Watch the keynote to find out more](#) (available until 23 March).

WATCH THE VIDEO

### EMBRACING UNIQUENESS

"Human nature's power is that each human's nature is unique."

In this interview, **Marcus Buckingham** talks about how many organizations and leaders get it wrong by ignoring the uniqueness of their employees. He argues that by actually embracing uniqueness we can build great organizations.

[Listen to our recently launched podcast, to learn more about Buckingham's insights.](#)



LISTEN TO THE PODCAST

### LATEST ARTICLES BY



[Nordic Business Report](#)



READ NORDIC BUSINESS REPORT

### WHAT INSPIRES US

We came across this insightful *What CEOs Say* interview with **Paul Polman**, the former CEO of Unilever.

Polman started the interview by suggesting that the title of the interview series should rather be *What CEOs Do* as "the world is long on words and short on actions".

To learn about Polman's thoughts on leadership and development, among other issues, [watch the entire interview.](#)



WATCH THE VIDEO

Building leaders who change the world by providing inspiration, knowledge, and networks. See our upcoming courses and events [here](#)



[LinkedIn](#)



[Facebook](#)



[YouTube](#)



[Instagram](#)



[Twitter](#)

This email was sent to: %%emailaddr%%

You can change your email preferences at any time or you can unsubscribe [Privacy Policy](#) [Update Profile](#) [Manage Subscriptions](#) [Web Version](#)

Copyright © %%Member\_Busname%%. All rights reserved.

%%Member\_Addr%%, %%Member\_City%%, %%Member\_State%%, %%Member\_PostalCode%% %%Member\_Country%%