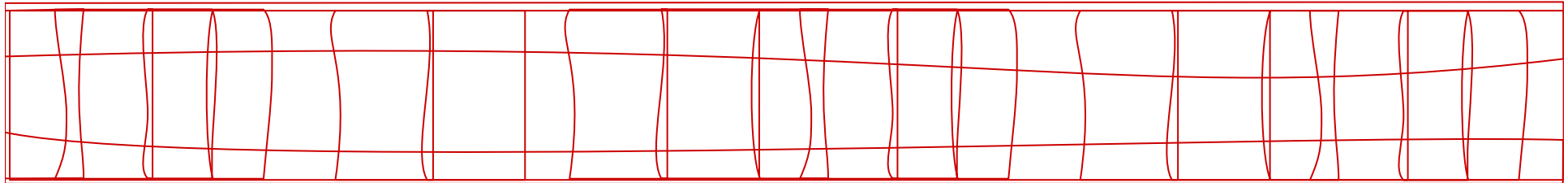


# Empowerment of the workforce



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FINAL CALL, Amsterdam



# Short-term profitability or...

- Companies as a 'bundle of assets'
- Reduction of the role of management to the 'paladins' of the shareholder.
- The link between productive investment, profits gained and the improvement of working and living conditions is dissolved.
- Continuity disappears (the 'exit' is already planned).

Final call: now boarding



## ...win-win

- Upgrading of the stakeholder-model.
- Quality and qualifications, innovation and productive investment do matter.
- Dialogue, coalitions and participation.
- Strong corporate culture and identity is shared by all actors.

**Final call: now boarding**



# New coalitions

- There is no happy mean between a productive community and the primacy of short-term cashing.
- Local management and the workforce meet each other in the search for sustainable and productive growth.
- Corporate identity and culture never prosper if there is no space for compromise and profit for all.

**Final call: now boarding**