

Willem Hulshof

The Future of Business will be different or will it?

It will, but probably not right away. The last crisis of this magnitude lasted 20 years, from 1929 to, say 1950. After that period business really was different than before. Of course our leaders genuinely try to prohibit such a long drag this time and to get us back on our feet as quickly as possible. Bankers, politicians and NLP enthusiasts obsessively try to give us back our confidence. Once that is back, they say, things will soon be back to normal. Oh yes, before I forget, we will have to adapt our regulatory systems and bonus systems as well, because flaws in those caused all the bad things that happened to us in the past year. I'm not a pessimist but I don't believe this "official" version of reality. The trouble in this version is in the "...back to normal" part. Normal, compared to what, compared to normal, when? Bankers' bonuses and regulatory ignorance are not the root cause of this crisis. At most they can be considered a symptom. The changes in moral values of the past 60 years have not only influenced the financial world. They influenced all industries, communities, politics.....and us!



The real problem with humanity leading to these crises is twofold: 1. Our systems work. They work so well, that after some time nobody remembers anymore how wrong things can go and why they do. By remembering I mean not only the cognitive memory but the feelings associated with the experience; 2. We are relative beings. We cannot value anything by itself but only in comparison with some reference. If that reference is forgotten because the last people that consciously experienced it died, or are not listened to anymore, we lose our measure. Then our systems don't work so well anymore because people find ways to beat them. We have to design new ones for and together with the upcoming generation. That takes time, hopefully not 20 years. But one thing is certain. After another 50-60 years the newly designed systems will start to let humanity down again. Ask Kondratieff (Soviet economist, 1892-1938).

The future of consultancy will be different as well. In this Mag, the first one published by Eurogroup Consulting after our brand change, Eurogroup Consulting Chairman Francis Rousseau shares his vision on the future Consulting Industry with us and you will find interesting articles about creativity, sales improvement, deregulation and dealing with complexity. ■

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