



What Makes Organizations Great?

Humanistic Management Center
Addressing the root cause of global
socio-economic challenges

~~B2B~~

~~B2C~~

~~B2G~~

H₂H

Human 2 Human

Purpose

Legitimacy

Passion

Integrity

Love

Great organizations are:

purpose driven and
legitimacy seeking

passionate with
integrity

doing what they do with
love



Humanistic Management Center - From Principles to Practice

Think Tank | Learning Institution | Advisory Firm

www.humanisticmanagement.org
ernst@humanisticmanagement.org

Humanistic Management Center
Hoehenweg 2
9000 St. Gallen
Switzerland