



**OUR**  
**"VALUES CHART"**  
**AND VISION**

**RELEASE: JANUARY 15, 2009**

The following release was created after careful and thorough consideration from a first draft and "first-draft editing," from further editing and up-grades as well as agreements and comparisons with Friends, Colleagues and Business Friends.

Thanks to all who contributed with their unconditional help and those who support us in our growth as well as those who represent us.

A special thanks to Mrs. Nicoletta D'Alesio of DIDAM Network, who, sometime ago, allowed us to embark on the RATIO OPERANDI educational path that since the beginning has guided us in our growth.

Thank you, NICOLETTA!

## **The twenty fundamental principles of our Modern Business vision and current, Global and Globalized Economy.**

The LUCKY CONSULTANCY - that in the past was always characterized by Dynamism, Innovation, Initiative and Entrepreneurial Courage lists, as follows, the fundamental points and principles that are part of its daily life, inspire its actions and decisions and deeply influence its Business, Modus Operandi & Relationships Builder:

- 1) TO BE and TO HAVE (according to Western Philosophy Guidelines).
- 2) YIN and YANG (according to Eastern Philosophy Guidelines.)
- 3) Expert Interaction of Opposites (according to Old Philosophy Guidelines).
- 4) Making the most of People and of one's Ideas.
- 5) Honesty & doing the right thing.
- 6) Involvement, Share, Participation.
- 7) Peaceful competition.
- 8) Partnership rather than conflict.
- 9) Working together for the Common Good.

- 10) Bigger social Responsibility & extended Vision void of PRIDE and BIAS.
- 11) No to Strictly Private Interests (NO to SHAREHOLDERS classic canons, YES to STAKEHOLDERS modern ones.
- 12) Working TOGETHER TO PRODUCE BETTER.
- 13)  $1+1>2$ . Or rather, UNION IS POWER!
- 14) VERTICALITY: only applied to “specializations,” particular skills or products, but NEVER to Human Relationships, to Relationships between Companies, nor to the way of building Relationships between People involved in various Business Projects.
- 15) HORIZONTALITY: everyone is on the same level, no one is inferior to any one even though they may be different US.
- 16) Freedom of thought, to express one's Opinion, or rather: A warm invitation to always disclose one's Ideas on the topic discussed!
- 17) YES to the predominance of a “Sense of belonging to a group.”
- 18) NO to intrusive Personal Opinions-if exploitive of & interfering with Others.
- 19) YES to PRO-ACTIVITY.

20) NO to Presumptuousness, to Meddlesomeness, to the “Law of the Strongest,” to DIS-OWNMENT and NEGATIVITY.

**NOTES FOR A BETTER UNDERSTANDING**  
**OF THE TWENTY POINTS:**

1) We believe that one cannot live just according to OWNERSHIP (that leads to Self exaltation, Engrossing and Misappropriation as well as People's Alienation). One must “balance Being and Having, according to common sense and good balance as well as according to the “DOING THE RIGHT THING” PRINCIPLE that from the beginning resides inside every HUMAN BEING.

If one has the courage to BE completely oneself, one feels gratified and at the same time also respects one's neighbor.

On the other hand, if one thinks of EXISTENCE according to one's BELONGINGS, one irremediably will be in states of alienation, searching for bliss (to fight BOREDOM) - conflict, war, and desperation of the soul. One will see things negatively as well as leading to destruction/self-destruction/self-goal.

2) According to Eastern philosophy, the individual is a microcosm immersed in a macrocosmic dimension, (the universe) which influences him/her and decides the laws of his/her existence.

3)The Human Being is conceived as a union of polarities: Feminine and Masculine, Yin and Yang. These opposite elements are merely poles of a complex system leading to a balance that is dynamic because it stems from a continuous resolution of opposite powers.

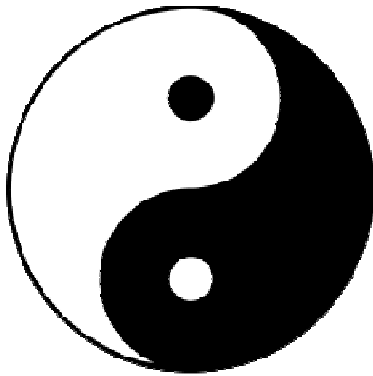
When the individual manages to reach a condition of balance between opposite elements, a state of welfare is achieved.

On the other hand, when internal or external factors interfere with the achievement of balance, one will experience discomfort, trouble or an ill state. According to Chinese Philosophy the concept of polarity is totally expressed by the symbol of Tao, which stands for the reality of the universe and the human being through the union of opposite principles: Yin and Yang.

The Chinese Yang, the sun, is the symbol of the active, masculine and positive principle and, in psychological terms, it reflects daily conscience.

The Yin, or lunar principle, similar by analogy to darkness and to night and to cold, stands for the passive and receptive feminine element and corresponds to the human being's subconscious.

In the human being, polarities coexist intimately connected and interdependent of each other. They are essential to the achievement of inner wellbeing.



## THE SYMBOL OF TAO

- 3) According to ERACLITO FROM EFESO, Life was created by the interaction of Opposites (Warm-Cold, Light-Darkness, Water-Fire...).  
In our opinion, in business, the interaction of opposites produces a SURPLUS VALUE greater than the sum of the 2.
  
- 4) People are the backbone of any Company. Companies, in fact, are composed by People, NOT by processes, organizational charts or board of directors.  
People deserve the utmost respect and their ideas are most important.
  
- 5) Conduct your Business with HONESTY, both materially and intellectually. The concept of HONESTY, as is the concept of "ALWAYS DOING THE RIGHT THING", resides inside each Human Being.  
We must LISTEN more to one's conscience & VOICE one's inner principles to achieve these

results.

6) Involving people make them share more. Thus they feel happier and more motivated about the “common cause.”

Sharing as much as possible successes as well as defeats and satisfactions contributes to the creation of a healthy environment and strengthens the morale of the participants.

7) Only with peaceful competition one will find that new dimension. Together, this will lead to an easier solution of the problems and daily life and business difficulties.

8) Fighting means Conflict and it leads to an unavoidable obliteration of one of the involved parts. The old Latin witticism used by Gladiators in the arena *MORS TUA VITA MEA*, which in that era was meaningful, has become a way of conducting the type of business which is inspired by exacerbated Capitalism (and end in itself). In our opinion, optimal results can be achieved simply with a cooperation of the parties.

There is no winner or loser; instead, they are both **WINNERS**.

9)The Common Good of a Company, is the COMPANY's Goodness perceived as COLLECTIVITY.

Using an expression from OLD ECONOMY, we could say that in a company EVERYBODY is each other's client, and EVERYBODY must contribute to the achievement as best as they can – whenever possible, of this goal or higher goals.

10)Pride and prejudice are two grave evils of the world and of the Human Genre intended as “a whole”.

In the evaluation of any situation or problem, an expanded and open vision allows a healthy and easy solution and also permits to pay more attention to social needs of the company recognized as group.

11)The interests of a few people are not useful for the collective/the collectivity/ of the company welfare.

At a theoretical level the logic of PRIVATE PROPERTY does not have to be applied to a single company as “the only way the company/a business can exist.”

ALL members of a company are owners (sometimes also virtual) of a piece/of a part of it.

Or rather, they are STAKE-HOLDERS.

NO to the STOCKHOLDERS logic (SHARE

HOLDERS).

- 12) Union produces power. The group's power is devastating when compared to an individual skill (although it may be excellent and respectable).
  
- 13) If we believe that one should PARTNER (and NOT fight). The “new” result will be:  $1+1=\text{Bigger than } 2!$
  
- 14) Companies still based on “Vertical structure” are destined to disappear and will meet serious survival difficulties, and so will those that adopt these systems.  
From the beginning, in fact, in the Civil World (NOT Military), Human Beings refuse and rebel against everything that is: DUTY, OBLIGATION, SUBMISSION, IMPOSITION, and COMMAND “FROM THE TOP” as they represent an obstacle to one’s fulfillment /self expression. (NB: NOT of one’s EGO).
  
- 15) According to the so-called MODERN MARKETING theories and other authoritative sources and after the advent of the Internet, nowadays EACH ONE OF US IS THE MARKET, BELONGING TO A BIG COLLECTIVE UNIT, as if

we were on the same identical level.

A “Traditional Client” would like to feel part of a supplier's active element and pro-active element.

At the same time a “Traditional Supplier” would like to know more and would like to have more presence and actively contribute to the growth or to the support of the Client's business.

ALL OF US WANT TO BE - TO EXHIST- TO FIND OUR IDENTITY – TO GIVE MEANING TO OUR EXISTENCE ON THIS EARTH – FEEL ALIVE, also through Markets, Companies & Business.

- 16) More ideas to evaluate (because coming from more People of different cultural, formative and educational backgrounds – which are unique and not reproducible) inevitably lead to: being able to make better decisions – to give voice to the individual, gratifying him/her, and making him/her feel as “an active part.” Making the most of the People allows better SELF-EXPRESSION.
  
- 17) TO FEEL AS A GROUP: it further strengthens the already STRONG Personalities – helps the WEAK – makes us feel LESS lonely, one of the biggest fears of Human Beings - lets the individual care more for THE COLLECTIVE, with consequent benefits for the Community.

- 18) PERSONAL OPINION is required and always welcome if perceived as an ALTERNATIVE IDEA/SUGGESTION to a problem.
- 19) ENTERPRISING – PROACTIVE – GOOD-WILLED PEOPLE are always welcome.
- 20) NEGATIVITY causes War and Destruction. Presumptuousness is synonymous with not wanting to know and remaining eternally unaware /ignorant, according to the Latin meaning of the term (IGNORANS: who ignores/does not know). According to our opinion, A STRONG PERSON IS HE/SHE WHO RAISES UP AGAIN AFTER THE FALL, not the one who wants to Dominate one's neighbor. INTRUSIVENESS strongly restricts other people's Freedom.