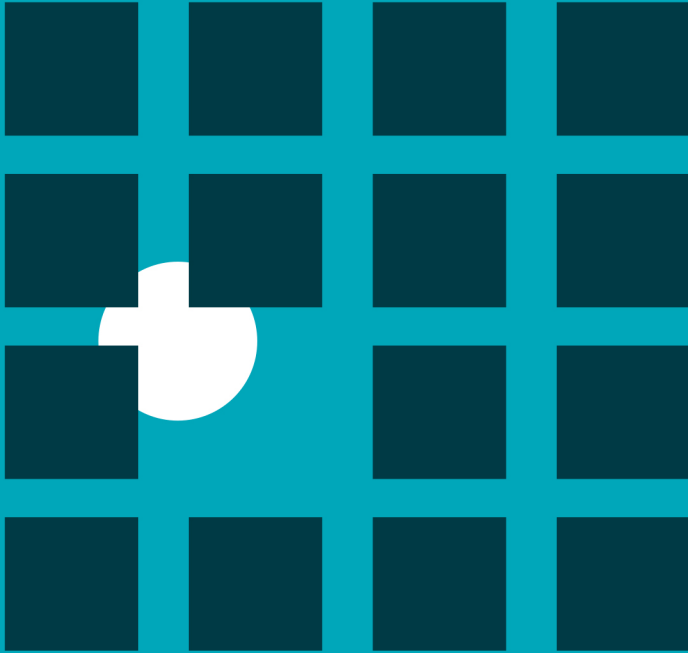


# THE NEW BUSINESS CULTURE



New Approaches to  
Flexible Working

**PETER WOOLLIAMS**  
**FONS TROMPENAARS**

NEW APPROACHES TO  
FLEXIBLE WORKING

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# NEW APPROACHES TO FLEXIBLE WORKING

BY

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INVESTOR IN PEOPLE

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## RATIONALE FOR THE SERIES

The business environment continues to change ever more rapidly. Established practice is constantly challenged in our post-Covid, climate changing, technology-driven world leading to the further proliferation of digitalisation, new flexible ways and places of working, leadership styles, diversity, etc. All areas of business and management are finding that traditional frameworks for organisation design, marketing, HR and other functional disciplines no longer provide models for best practice. Not only driven by such changes in the external environment but together with the differing value systems of younger generations there is an urgent need to provide new frames of reference that can help formulate new business strategies while synergising with the career aspirations of the labour market.

'The New Business Culture' is a series of micro-books with each addressing an area of business and management that seeks to demonstrate how and where established traditional models and frameworks are no longer providing optimum frameworks for the purpose that informs the range of subject areas discussed. The authors offer new approaches that transcend convention.

In this series of volumes, each distils the essential elements of a key topic and retains focus and purpose and seeks to offer new approaches to overcome the limitations of existing practice.

The content and new concepts therein originate from the synergy between the authors own fundamental research (including supervision of PhD students) triangulated with evidence and application from their extensive client base in their consulting practice (THT Consulting, Amsterdam).

Purchase of each volume in the series includes exclusive access to a corresponding companion App. Each App enables readers to explore the application of specific concepts in further detail for individual volumes and what it means for them and/or their organisation.