



Three Lines of Work in a Business

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First Line: Individuals who work on developing themselves (e.g. growing intelligence, ableness and self-determining capacity)

Second Line: Co-Creators who work on developing themselves (creative engagements, dialogue and collective consciousness applied as a team of workers, suppliers, partners, regulators and anyone involved in the offering being made.)

Third Line: Greater Whole—those the business or organizations is serving with products and service system offerings. Here the work is on continuously improving the capacity to serve these buyers while also benefit all stakeholders.

