



**LAFUTURA  
COPENHAGEN**

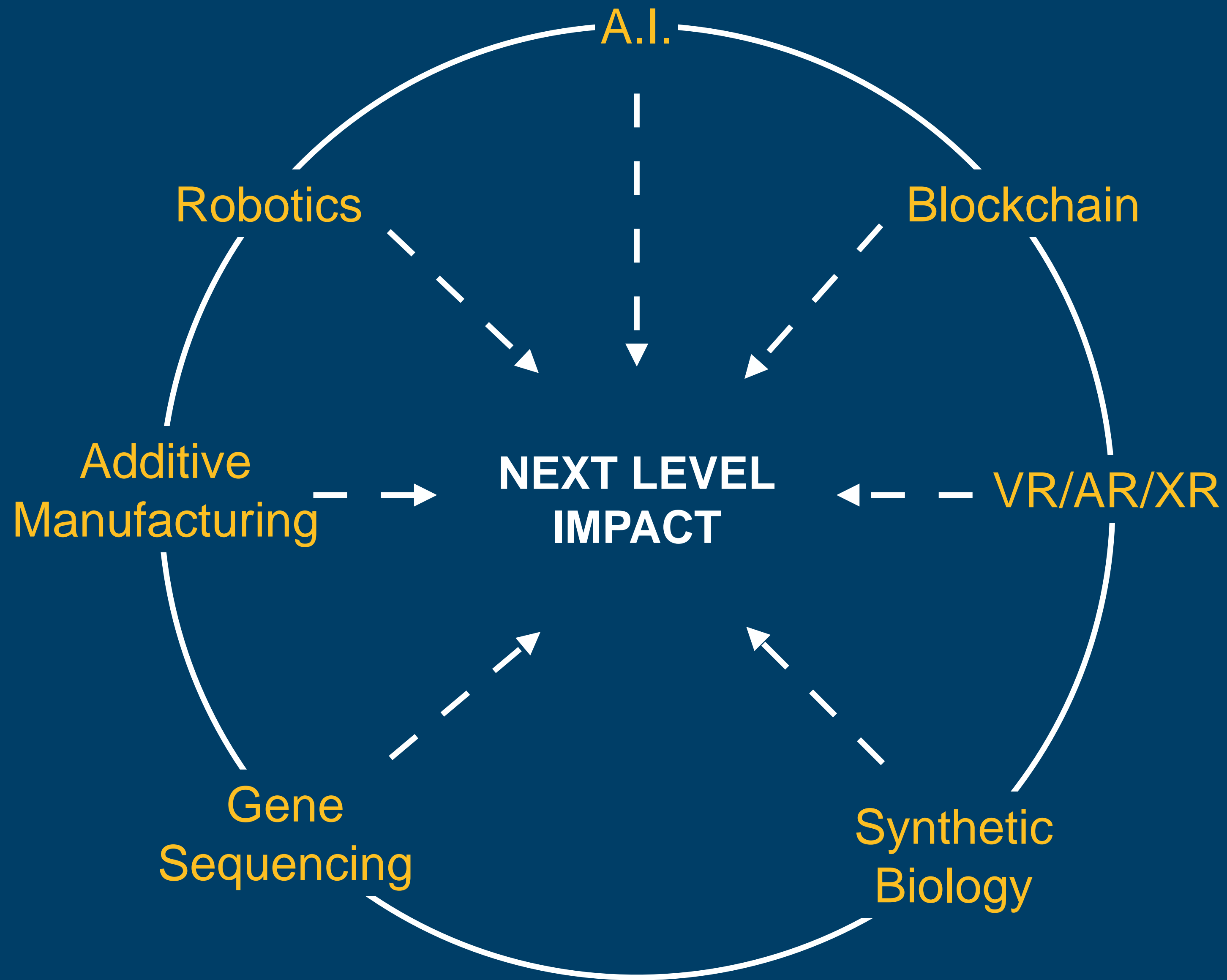
# **EMBRACE THE HUMAN**

The Source of Competitive Advantage in the 21<sup>st</sup> Century



Hypothesis

**The future will be human!**



# The "6 Es"



We have to build companies for humans,  
not for **human resources**.

A person stands on the peak of a large, craggy rock formation. Their arms are outstretched horizontally, reaching towards the horizon. The background is a vast landscape of rolling hills and mountains under a dramatic sky with soft, colorful clouds. The overall color palette is a gradient from deep purple and blue on the right to bright pink and magenta on the left, suggesting a sunset or sunrise. The person is silhouetted against the lighter part of the sky.

**Go beyond rationality.**

**subjectivity, empathy, creativity, meaning, relatedness, multi-sensory intelligence**

A close-up photograph of a person's right hand in a clenched fist, raised against a background that transitions from a light pink on the left to a light blue on the right. The hand is positioned in the upper center of the frame, with the arm extending downwards.

**Embody. Enable. Confront.**

**Purpose over ego, contribution over privilege, emergence over hierarchy.**

An aerial, top-down view of a complex urban roundabout. The central island is a large, circular green space with a fountain. The roundabout has multiple lanes and is surrounded by modern buildings, parking lots, and a waterfront area with boats. The image is overlaid with a purple-to-blue gradient.

# Heuristics

contextual, engaging, dynamic, emergent





**Let go and give in.**

**Vulnerability, Beginner's Mind, Discovery, Trust**

A woman with long dark hair is holding a lit sparkler. The background is a gradient of purple and blue. The text is centered over the image.

**Embrace and unlock your  
Human Factor.**



## Habib Lesevic

Founding Partner

[habib@j2c.de](mailto:habib@j2c.de)

+49 (0) 176 8229 88 57

J2C – Journey 2 Creation GmbH  
Köpenicker Chaussee 3A, 10317 Berlin  
[www.j2c.de](http://www.j2c.de)