

"SOFT" PURPOSE	ECONOMIC PURPOSE
More satisfied staff	Fewer days of sick leave and thereby fewer expenses for temporaries, overtime, etc. Lower rate of staff replacement and thereby fewer expenses for recruitment and training new staff.
Improved image	Increased sales.
Better indoor climate	Fewer days of sick leave and thereby fewer expenses for temporaries, overtime payment, etc.
Better project culture at the company	More fighting spirit regarding projects and their objectives, and thereby fewer overruns and more successful projects. Easier to recruit skilful project managers and thereby lower recruitment expenses.

FIGURE 4.13
Soft values and financial goals.