

ASK YOURSELF
**WHAT WOULD
MAERSK
DO?**



FU
TURES
ACA
DEMY

0001

**Try to describe you product or service in
20, 40 or 100 year view?**

**WHAT
WOULD
MAERSK
DO?**

0002

**If you look at you organization as a space of flows.
What are the biggest shift you see?**

0003

**Make one irreversible bet that would force the market to
change around you (if you had the power & size).
What standard would you set?**

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