

An isometric illustration of a multi-level office building. The building is constructed from grey brick-like blocks. It features several levels connected by wide, white stairs with red edges. On each level, there are various office setups: desks with computers, people working, and some people standing and talking. A white unicorn with a yellow horn and a purple mane is standing on one of the middle levels. Blue wavy lines, resembling water or energy, flow through the building, connecting different levels and areas. The overall style is colorful and detailed, with a focus on human activity and connectivity.

# THE UNICORN PROJECT

## THE FIVE IDEALS

### THE FIRST IDEAL

Locality and Simplicity

### THE SECOND IDEAL

Focus, Flow, and Joy

### THE THIRD IDEAL

Improvement of Daily Work

### THE FOURTH IDEAL

Psychological Safety

### THE FIFTH IDEAL

Customer Focus