

**The Beginning Is Here!
An Emerging Wiser
Business Culture**

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It's a Change of Eras

**“The World is Getting
Better and Better,
And Worse and Worse,
Faster and Faster”**

It's a Change of Eras

- **Climate Change is Now Obvious, Dangerous and Irreversible**
- **Glaciers melting, sea levels rising 6 metres (20 feet), ports flooded**
- **Crop failures, diseases, famines, etc.**
- **Peak Oil, and energy crises**
- **Extinctions and population crashes**

Finally,
Even
TIME
Magazine
gets it



2006 is 10 years since...

- The first national baseline Cultural Creatives study was published in the US
- A new industry association called LOHAS* started, with Cultural Creatives as the market they all have in common
 - *Lifestyles Of Health And Sustainability
- Co-op America's focus on green business
- **WHAT COMES NEXT?**



The Beginning Is Here!

What's coming is...

- **LOHAS Claims and Stances Are Accepted by most of society**
- **Surging Demand for Green and Socially Responsible Strategies**
- **Going Green: Synergies & Subsidies**
- **Big Business and Big Finance are finally getting on board**

WHAT COMES NEXT?

- **For your business**
 - (1-2 year horizon)
- **For LOHAS companies**
 - (5 year horizon)

A Wisdom Perspective is...

- **To look at both Opportunities AND Dangers for a sustainable future.**
- **And the Wisdom Perspective is the 3rd Side on behalf of the emerging Wisdom Culture.**

The Next Opportunity

- **For your business**
 - **Growing power of green business and conscious commerce**
 - **Increased consumer interest in Sustainability**
 - *and in the Inner Life*

The Next Danger

For your business:

Increased Blaming of Business for
Big Problems –

- Global Warming
- Peak Oil
- Financial Instability

“You’ve Got Velcro!”

A Wisdom Perspective

**Need to Look More Virtuous,
By...**

- **Building Ever-Greater
Transparency**
- ***Actually* Walking Your Talk**

Next Green Biz Opportunity

Emerging Trends:

- Looking Legit to Financiers
 - *and* New Green Banks
- Higher Stock Prices
- Beyond Clean and Green:
 - Growing Demands for Carbon-Free Products and Processes

Next Green Biz Danger

- **Demand for Social Responsibility and Transparency**
 - Just keeps growing
- **Green Biz forced to live up to ideals**
- **The big danger to green integrity**
 - Being acquired by mega-corporations who want growth; don't understand green business & Sustainability

A Wisdom Perspective

- **Adopt a real leadership stance as a transformative sector of society**
- **Reject being acquired**
- **Get beyond Wall Street short-term profit model**
- **Invent unconventional business practices**

Beyond Incremental Change

- **Need for High Velocity Changeover**
 - **Faster response to demand changes**
 - **Faster response to new sustainable technology**
 - **Bring new products to market faster**
 - **Get all employees aligned with strategy for speed and flexibility**

Critical Factors

- Sustainability
- The Authenticity Factor
- Social Responsibility

**All 3 are driving Consumer
Purchasing Decisions**

**How fast can you turn your
intention into reality?**

Velocity is the speed that an
organization can transform
its intention into reality.

The Wisdom Perspective

**You can't achieve high velocity
when trust is reduced by force
and manipulation.**

**“Force has no place where there is
need of skill.”**

Herodotus

Creating Authentic Power

- Eliminating force in interactions and policies.
- Managing people as unique possibilities.
- Leadership is not located in one person or group but is a *presence* in organization.

Creating Authentic Power

- **Wisdom is co-created**
 - No place for “Gurus” and the Hero Leader.
- **Create More opportunities to engage more people**
 - More power is available.

A Wisdom Perspective on LOHAS

**People Need A Positive Future
To Work Toward,
Don't Just Avoid A Negative
Future By Supporting
Sustainability.**

Creating A Wisdom Civilization

- **A Culture That Supports Sustainability**
- **Beyond Nationalism To Planetary Integration**
 - **One Humanity, One Planet**
- **Alliance of Civil Society and Business**
- **Re-inventing Community**
- **A New Spirit for Humanity**

The Wisdom Culture is Everyone's Co-creation

- Creating our culture is everyone's *opportunity* to author the future.
- Co-creating our culture is a *responsibility* every person must *own*.

For more information

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