

The Necessary Revolution:

HOW INDIVIDUALS AND ORGANIZATIONS ARE
WORKING TOGETHER TO CREATE
A SUSTAINABLE WORLD

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About the Authors

Peter Senge was named as one of the 24 people who had “the greatest influence on business strategy over the last 100 years” by the Journal of Business Strategy

PETER SENGE, senior lecturer at MIT and the founding chair of the Society for Organizational Learning (SoL), is the author or co-author of several bestselling books, including *The Fifth Discipline*, *Schools That Learn*, and *Presence*.

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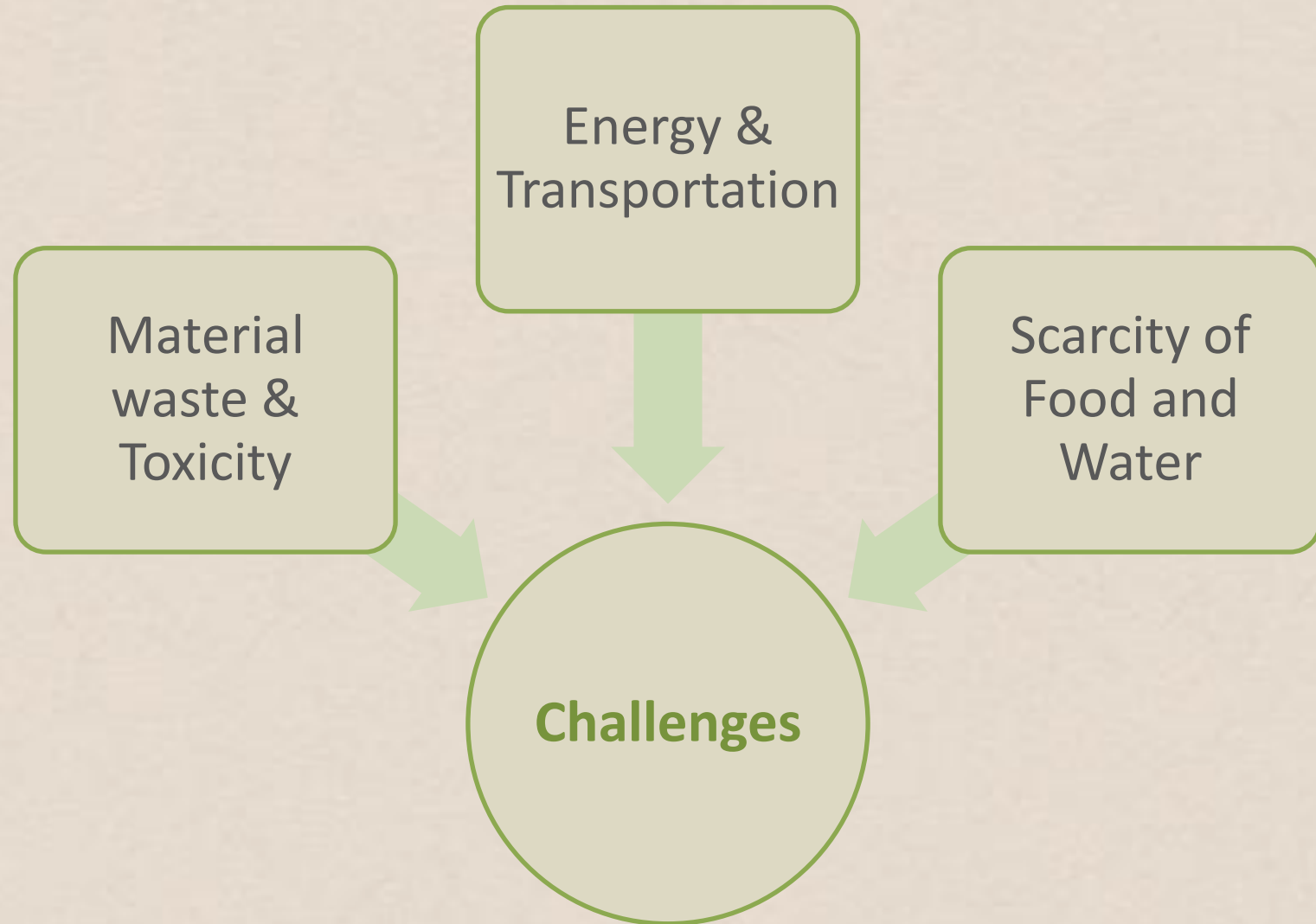
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JOE LAUR and **SARA SCHLEY** co-founded the SoL Sustainability Consortium in 1998; Joe is vice president of content for Greenopolis.com, and Sara is a mentor for the Harold Grinspoon Foundation.

"Once we rid ourselves of traditional thinking
we can get on with creating the future."

James Bertrand

The Challenges we face today



Principles for Sustainability



Substances extracted from the earth crust cannot systemically increase in nature

- Fossil based emissions



Substances produced by society cannot systematically increase in nature

- CFC (Chlorofluorocarbon), solid waste



The physical basis for the productivity and diversity of nature must not be systematically deteriorated

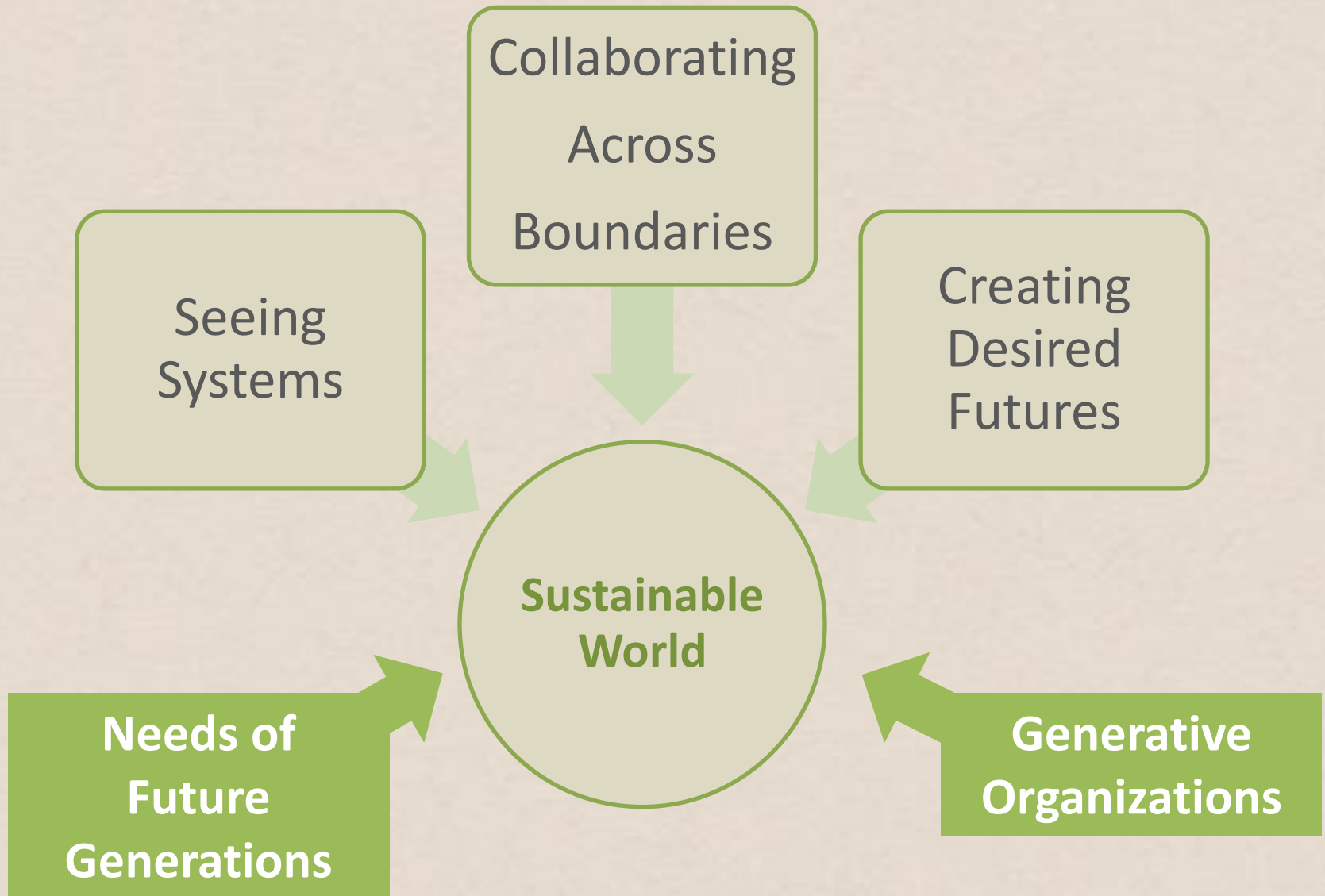
- Deforestation, loss of top soil



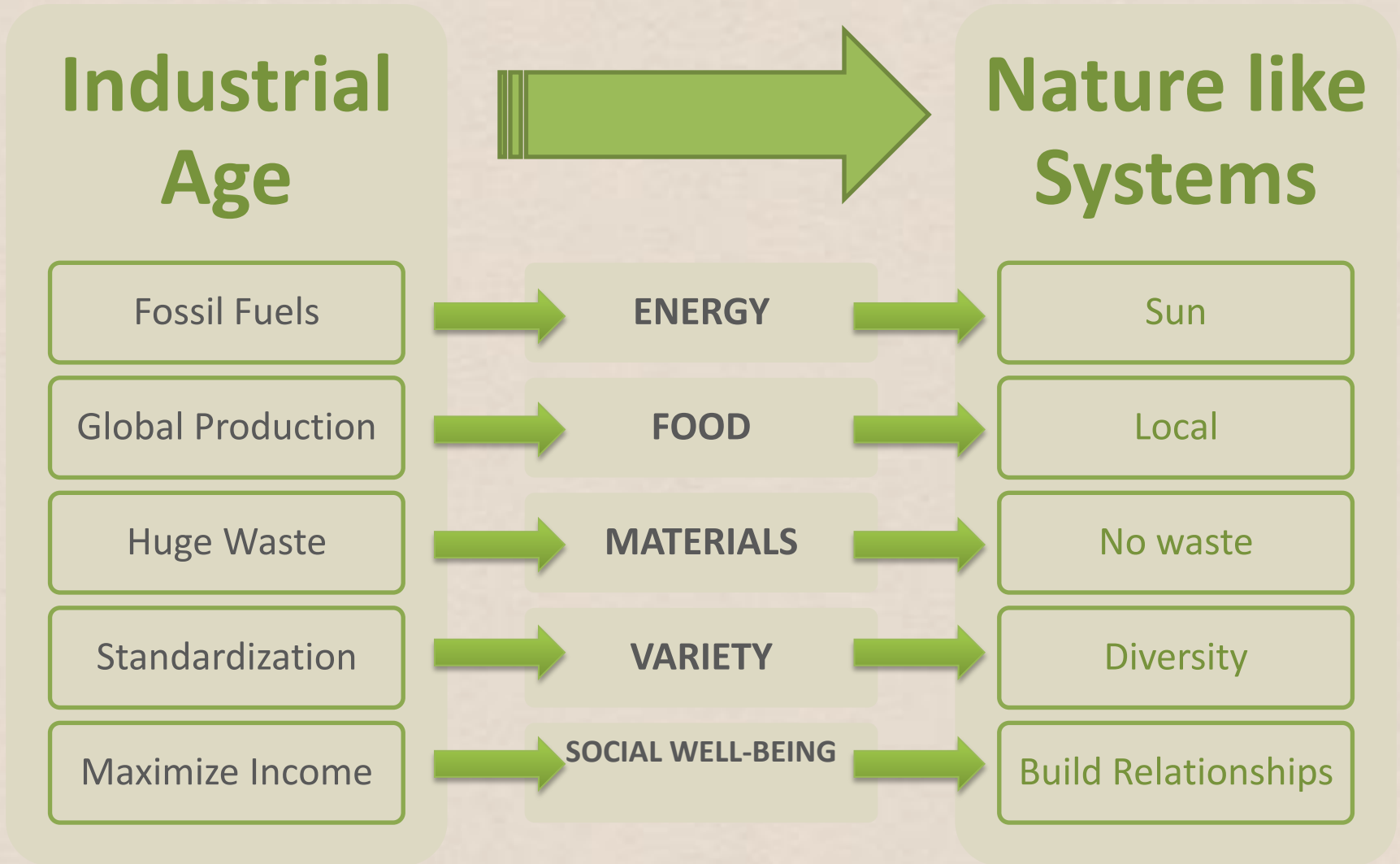
People are not subject to conditions that systematically undermine their capacity to meet their needs

- Education, clean water

Learning Capabilities for Systemic Change

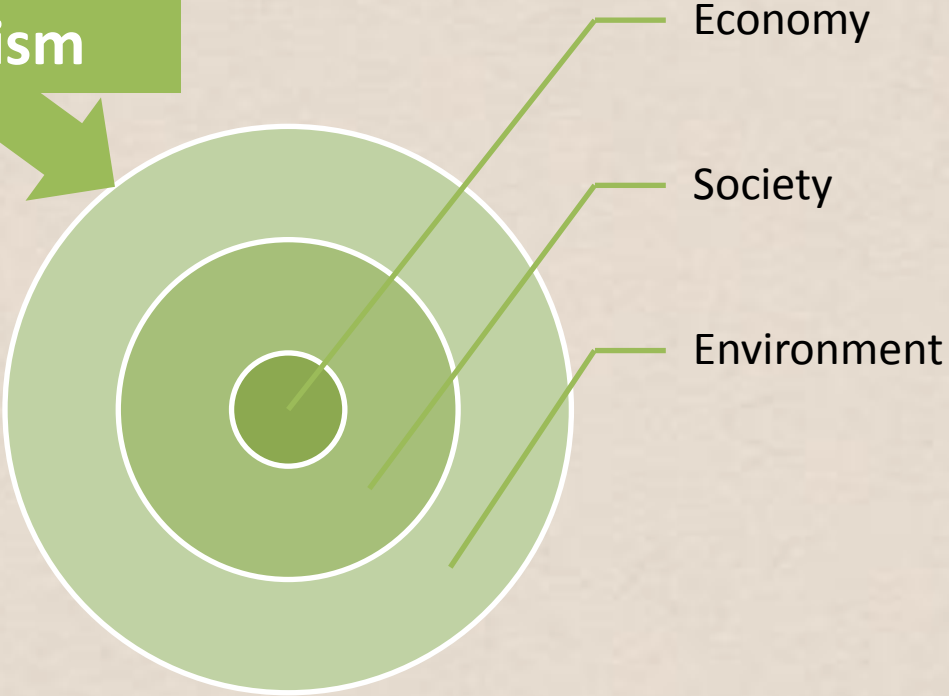
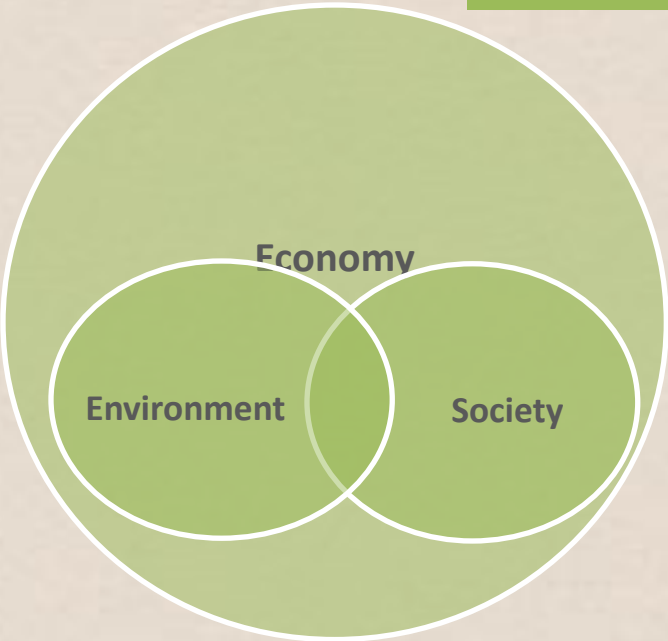


Life Beyond the Bubble



The Real “Real” World

**New Form of
Capitalism**



The Business Rationale for Sustainability

- There is significant **money to be saved**
- There is significant **money to be made**
- You can provide customers with a **competitive edge**
- Sustainability is a **point of differentiation**
- You can shape the **future of your industry**
- You can become a **preferred supplier**
- You can **change your image** and brand

Zero to Landfill; for the Shake of our Children

- Cradle-to-Cradle & Biomimicry
- Living System Business Model
- Waste for production becomes the raw material for new products
- The goal is **Zero Waste**
 - Toyota, Subaru
 - Xerox, Nike
 - EU (BMW/Audi/WW) policies “if you make it you own it forever”

Transforming Corporations

Five Stages
of Emerging Drivers

Proactive

Reactive

Non
Compliance

Compliance

- Regulatory Demands / Enforcement
- Public Pressure

Beyond
Compliance

- Eco-Efficiencies
- Regulatory Threat
- PR Crisis

Integrated
Strategy

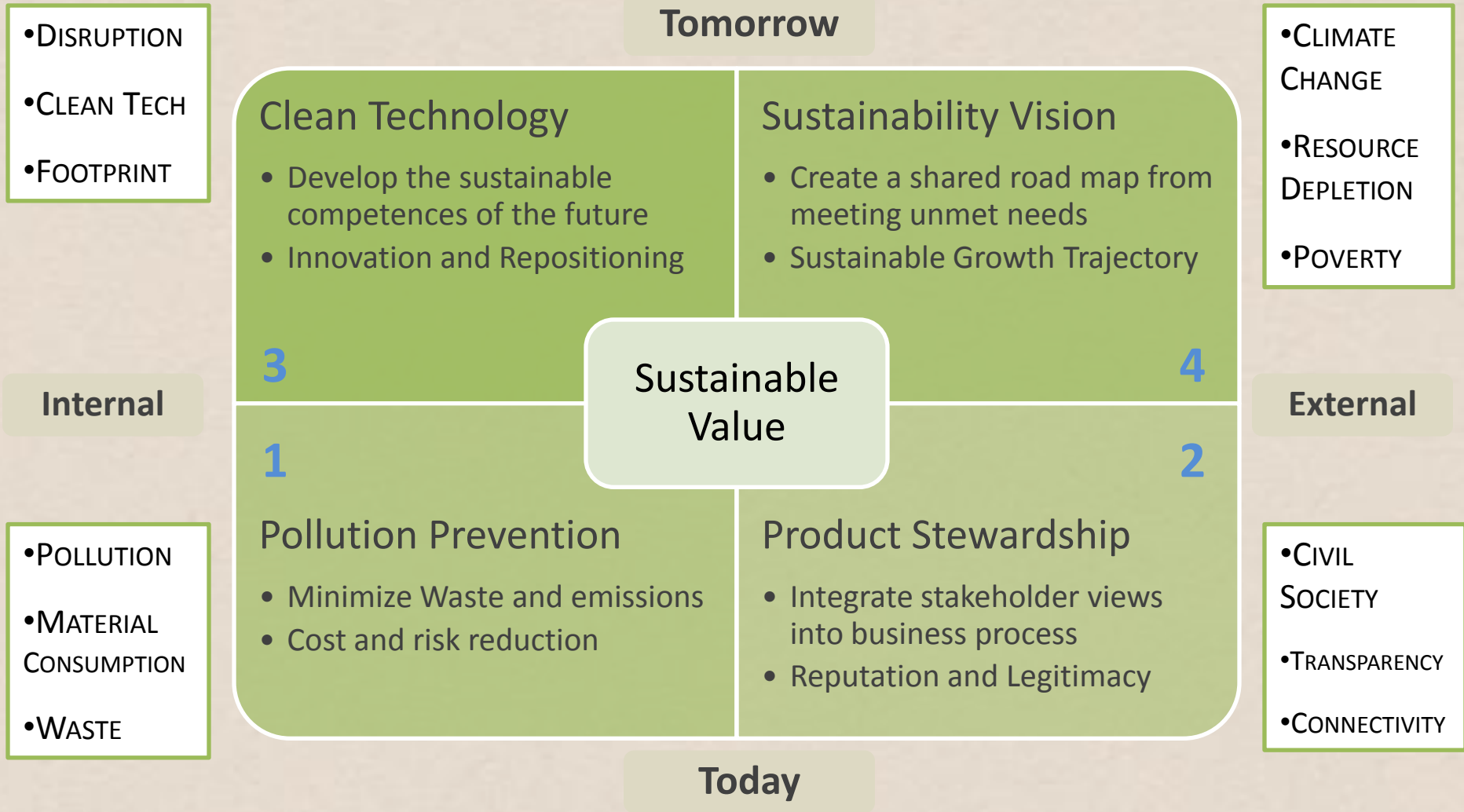
- Business Opportunities
- Risk Management

Purpose /
Mission

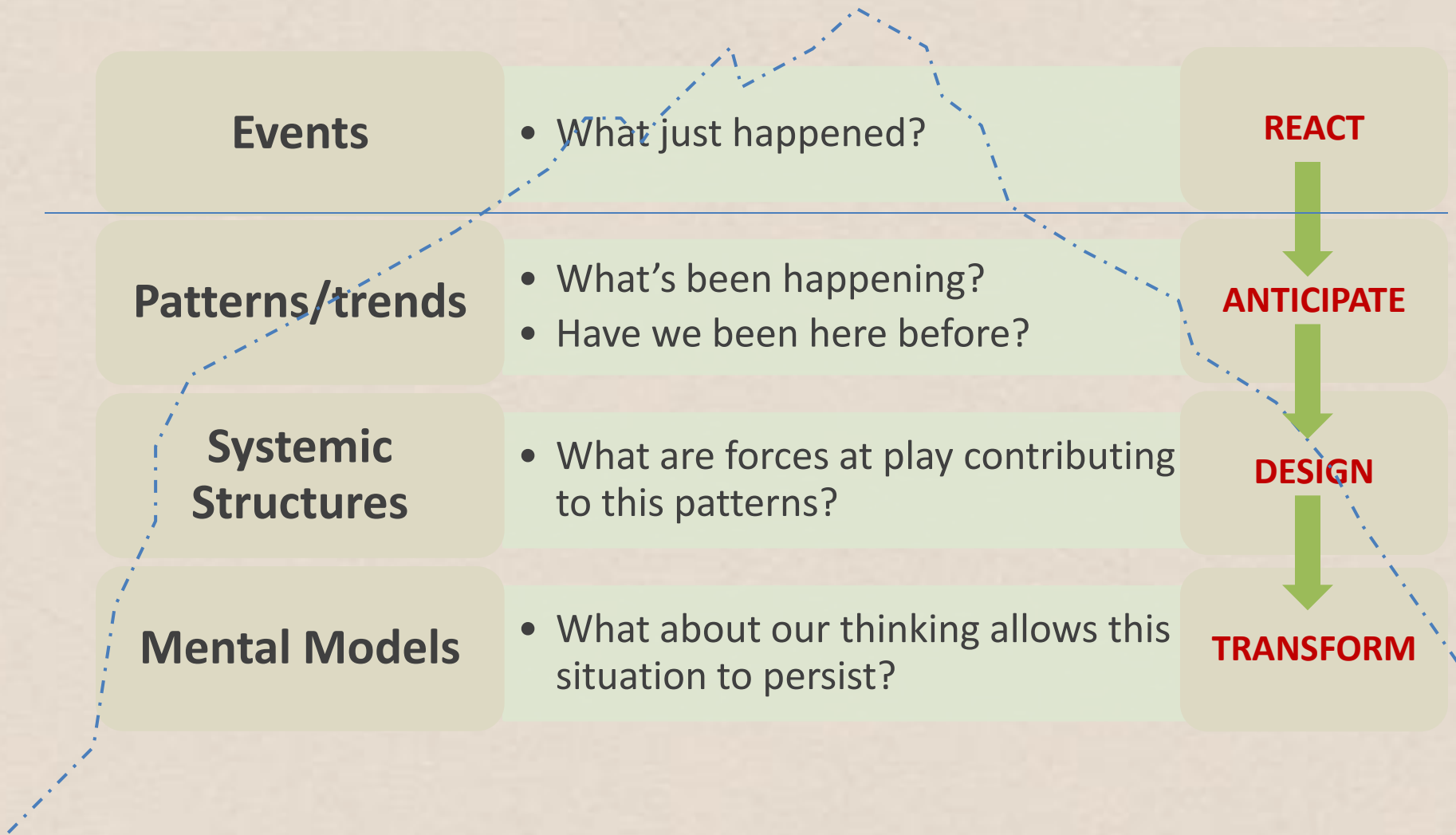
- Align with Core Values

LONG-TERM PROFITS

Sustainable Value Creation Matrix



System Thinking Iceberg



Mobilizing Others

Effective Team Members

Mover

Advocates position
or action

Opposer

Firm but
respectful,
advocating in a
different direction

Follower

Clear, takes the
proposition further
and offers sincere
emotional support

Bystander

Observe and offers
comments that
bring another
perspective

Conclusion

“Give a man a fish and he will be fed;
teach him how to fish and he will feed himself;
give him a fishing business and he will overfish”

P. Senge

“We cannot solve problems by using the same kind
of thinking we used when we created them”

A. Einstein

What I liked About the Book

- The authors does not take extreme positions
- The authors offer guidelines (Toolboxes) to start your own change
- It presents encouraging stories (examples) about change and sustainability
- The authors encourage collaboration across boundaries (governments-ONGs-stakeholders-corporations)

References

About the Authors: <http://www.randomhouse.com/book/163986/the-necessary-revolution-by-peter-m-senge-bryan-smith-nina-kruschwitz-joe-laur-and-sara-schley#abouttheauthor>

Books

Senge, P. (2009). The necessary revolution. *Leader To Leader*, 2009(51), 24-28.