

# Unifying Theories for lots of confusing stuff

**Making some things Better: the Basics**



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**“If you can’t Dazzle ‘em  
with Brilliance  
Baffle ‘em with Bullsh+\*”**

- Tommy Lynch, 1975 or so



# Follow the Money \$

For each situation where Someone or Something  
is getting

ask “Who’s **Screwed**  
making money on it?”

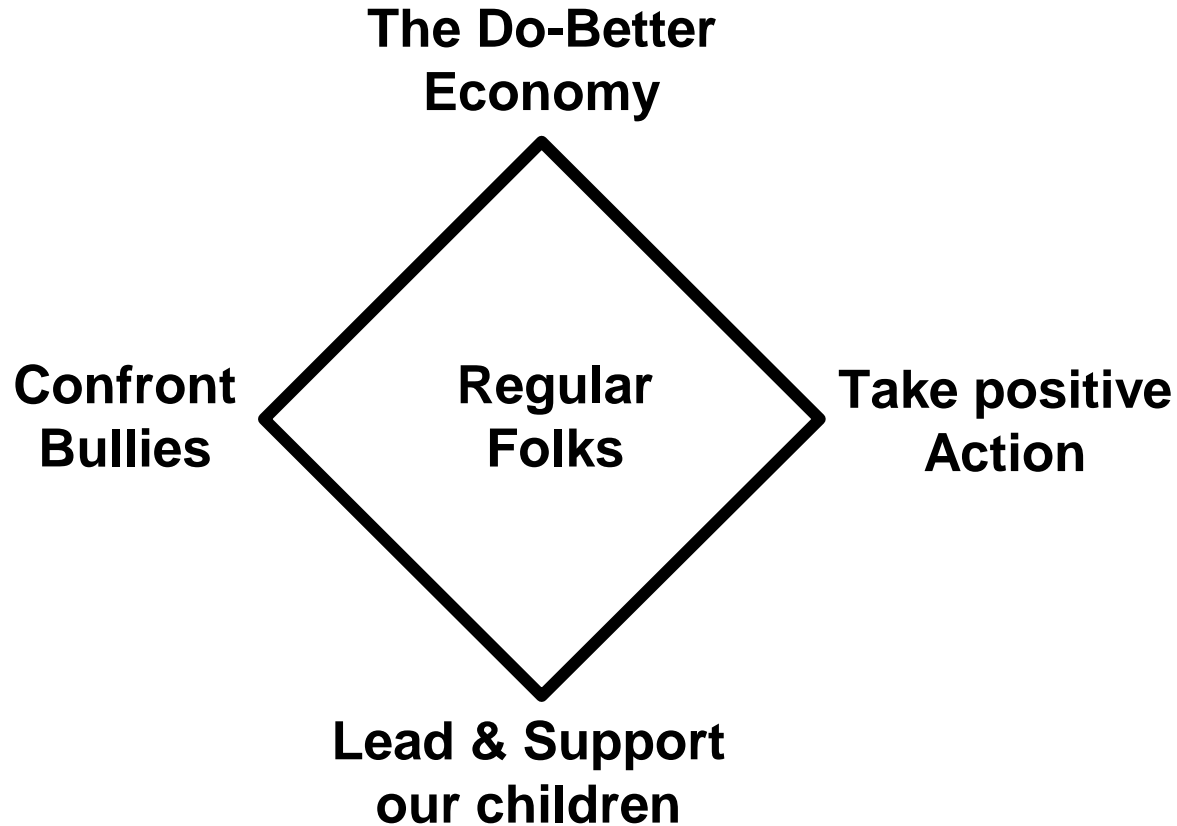


Therein **lies the** SOURCE of the Problem, and the SOLUTION





# Bob's Holistic Strategy to making Everything Better

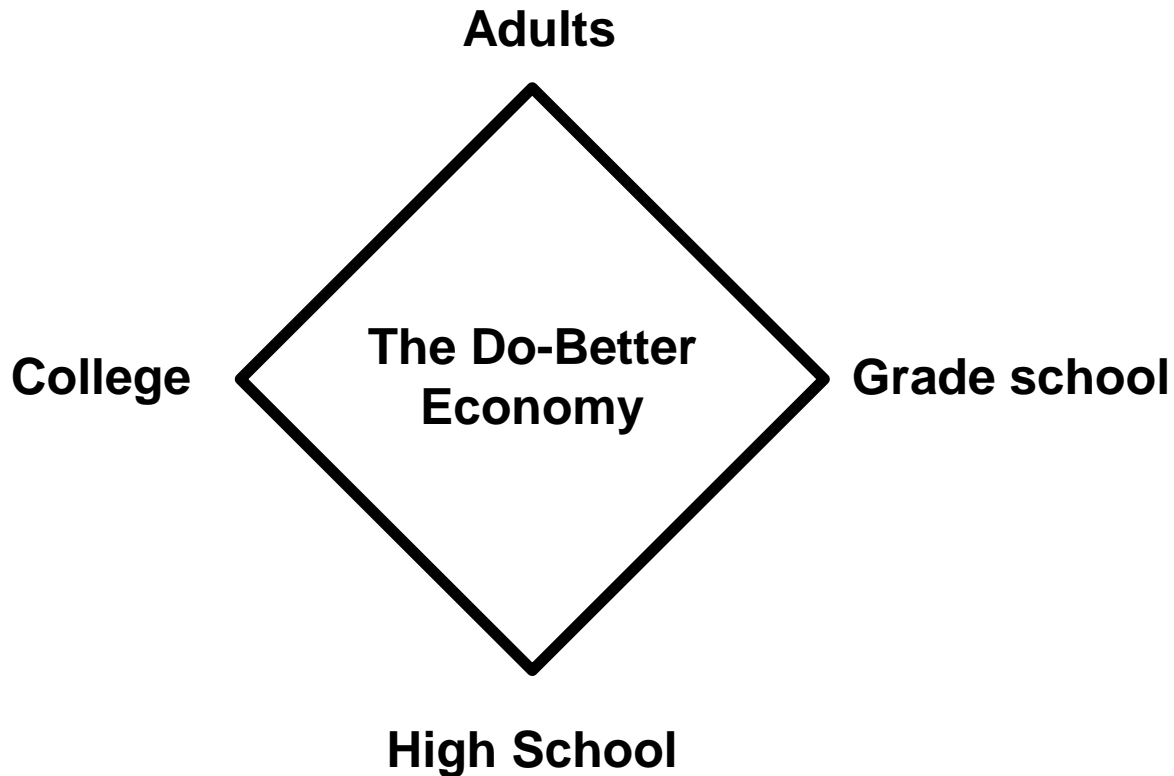




# Nat Cap Clubs for all ages

## The NatCap Club

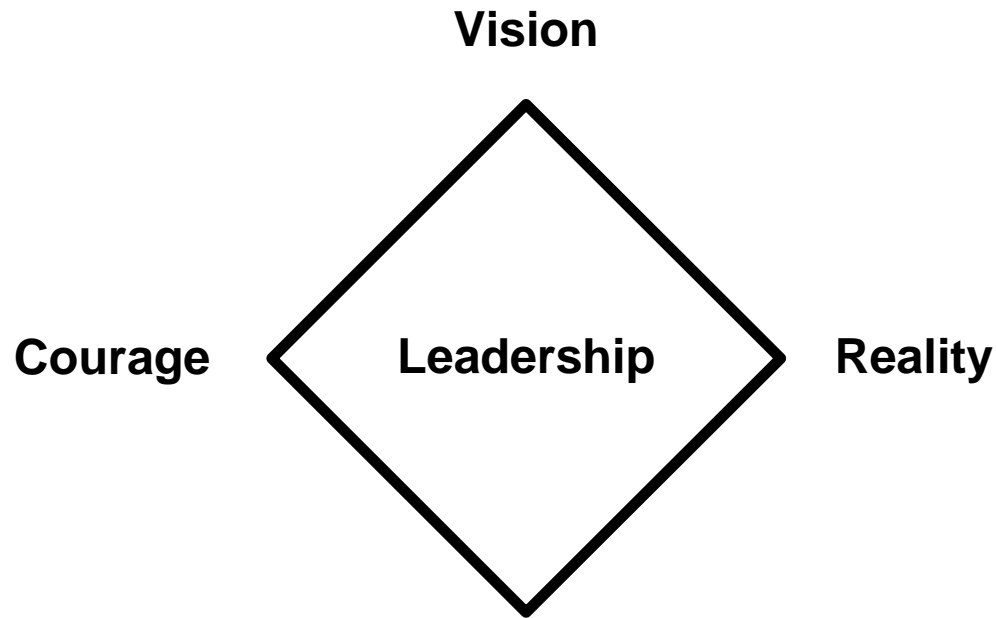
taken from Natural Capitalism





# Leadership - ain't *just* for Leaders

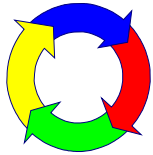
"Leadership: The Inner Side of Greatness,  
A Philosophy for Leaders"  
by Peter Koestenbaum





# THE **Do-Better** Economy FOR Organizations

All organizations committed to:



DOING BETTER IN THEIR RELATIONSHIP TO  
**People and our Earth**

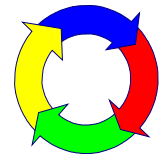
Taking One **FISCALLY RESPONSIBLE & GENUINE Step** AT A Time.

✓ Milestones

→ Quarterly, Yearly

✓ Integrated, measurable Goals

→ Financial. Planet. People





# THE **Do-Better** Economy: EZ FOR Individuals

## Regular Folks

- Are not the problem
- Are not the ones making money from degrading practices
- Do not have the Bandwidth to make big lifestyle changes

**THE SOLUTION IS.....**

GET **Regular Folks** TO ASK **Organizations** TO CHANGE

- Places we work
- Stores we shop
- Schools, churches, clubs, etc, etc



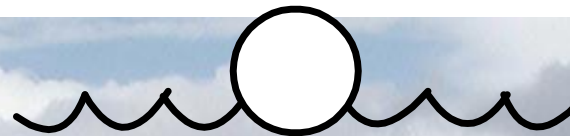
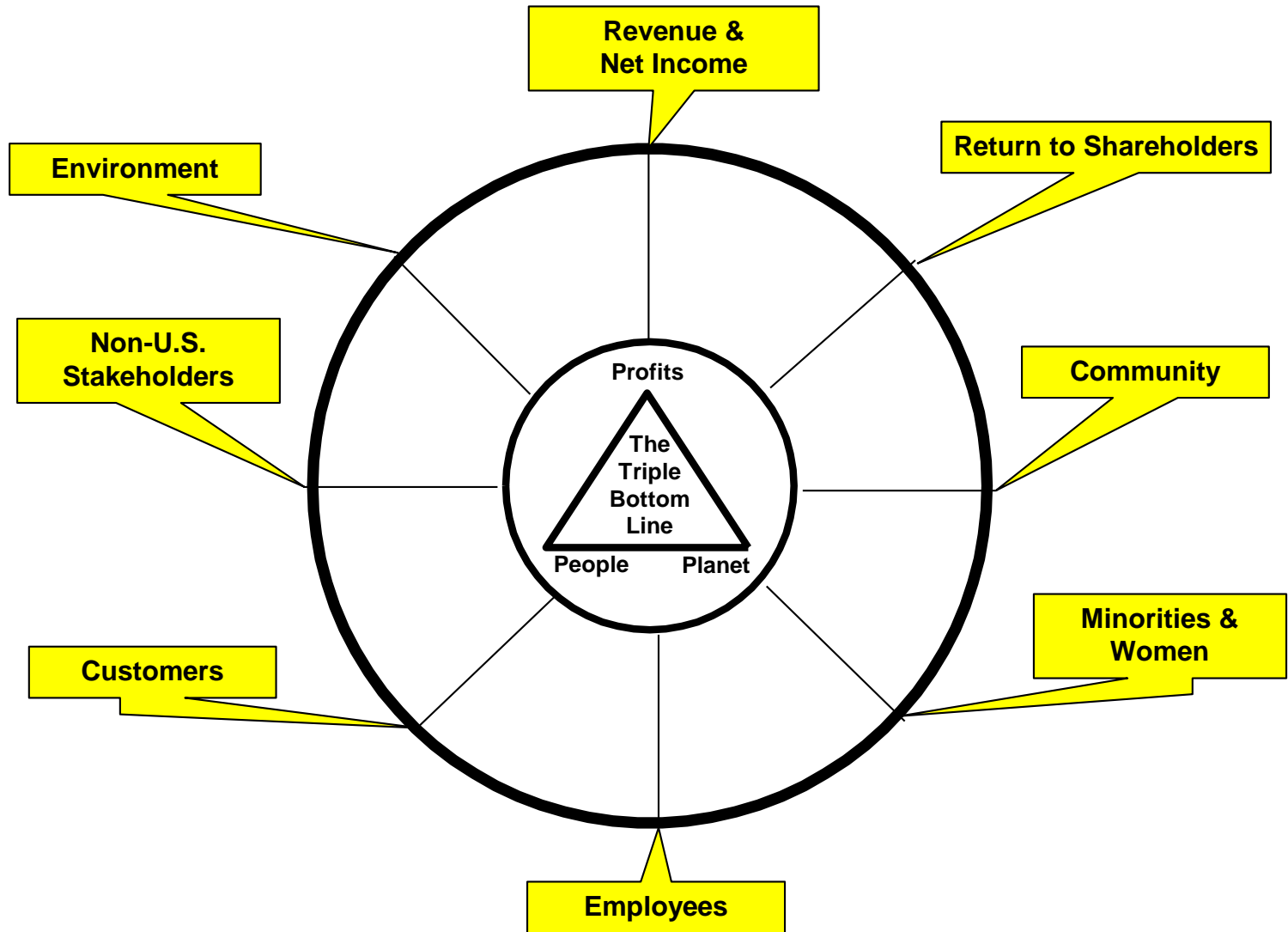


# Current ways to communicate **Sustainability**

- **Triple Bottom Line** – Profits, People, Planet
- **Meets the needs of the present**  
without compromising the ability of future generations to meet their needs.
- **Do Everything with 7 generations in mind**  
- *Native American Indian saying*
- **Do everything we do with Love** for all our children, everywhere, for all time - *William McDonough*



# Evaluation Criteria





# Lots of stuff is under the umbrella of the **Do-Better Economy**

**Green Products**

**ESOP's**

**Quality of Life**

**Systems Thinking**

**Social Justice**

**SRI -Socially Responsible Investing**

**Corporate Giving** **Learning Organizations**

**The 3 R's**

**Design for Environment**

**Green Buildings**

**Live-able Wage**

**Organic Farming & Foods**

**Stakeholder Participation**



**Voluntary Simplicity**

Live simply, so that others may simply Live

**Open Book Management**

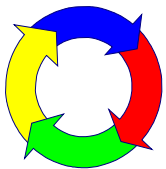
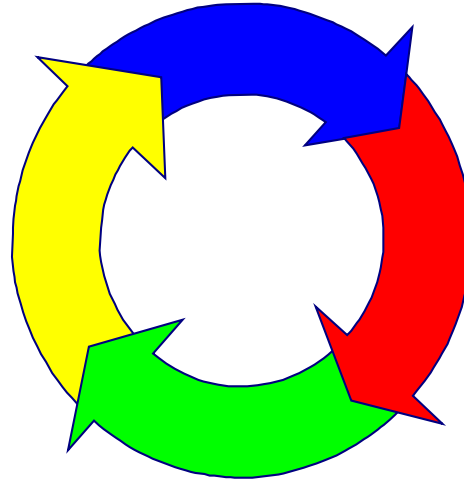
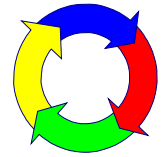
**Employee Relationship**





# Systems Thinking

is the only way to go



## Linear Thinking

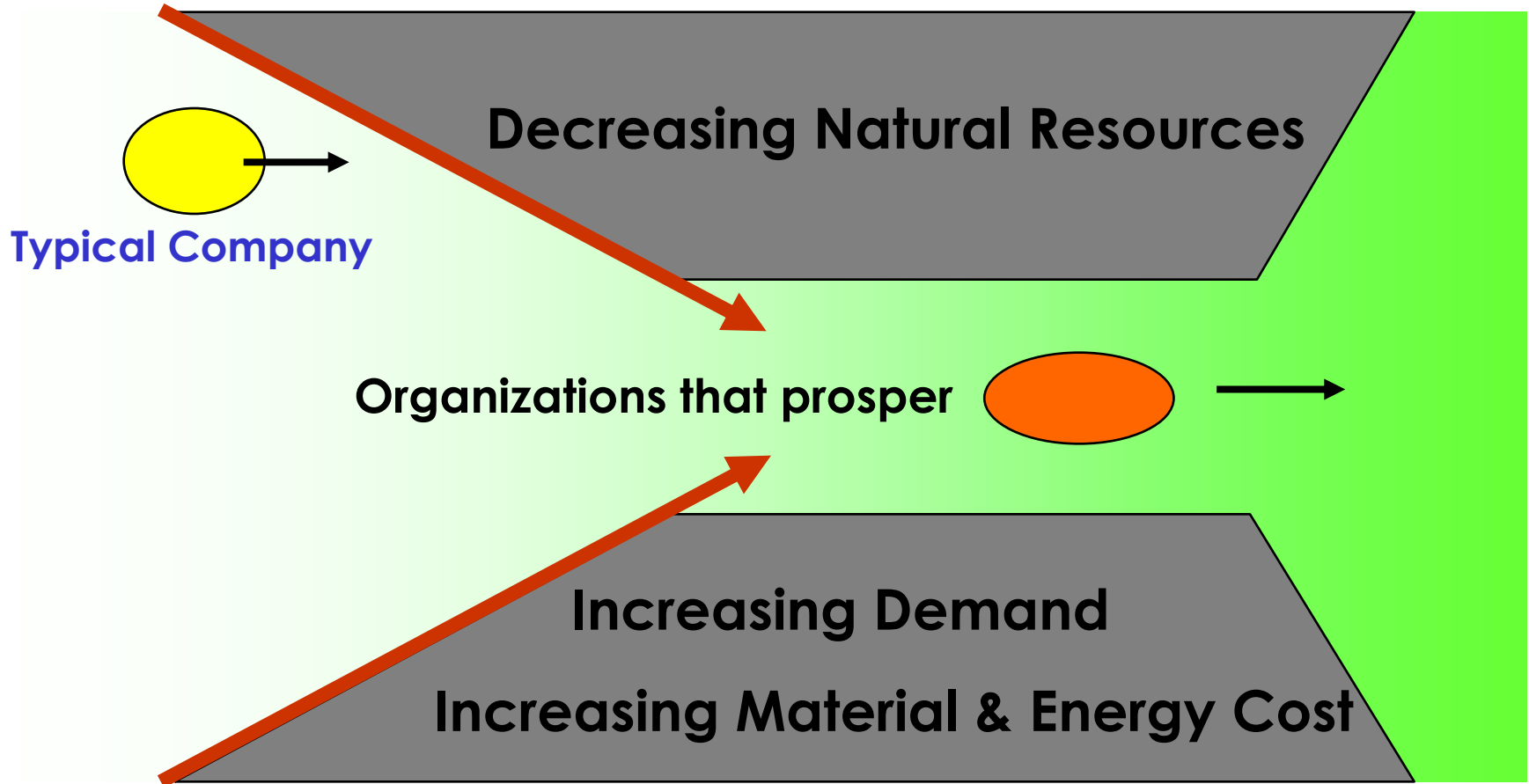
TAKE → MAKE → WASTE

is like **SO** yesterday





# Our situation in a nutshell





# The **Natural Step** is really cool

(As they say in AA - one step at a time. One day at a time)

## The **Natural Step** is...

an **Organization, Compass & Framework**

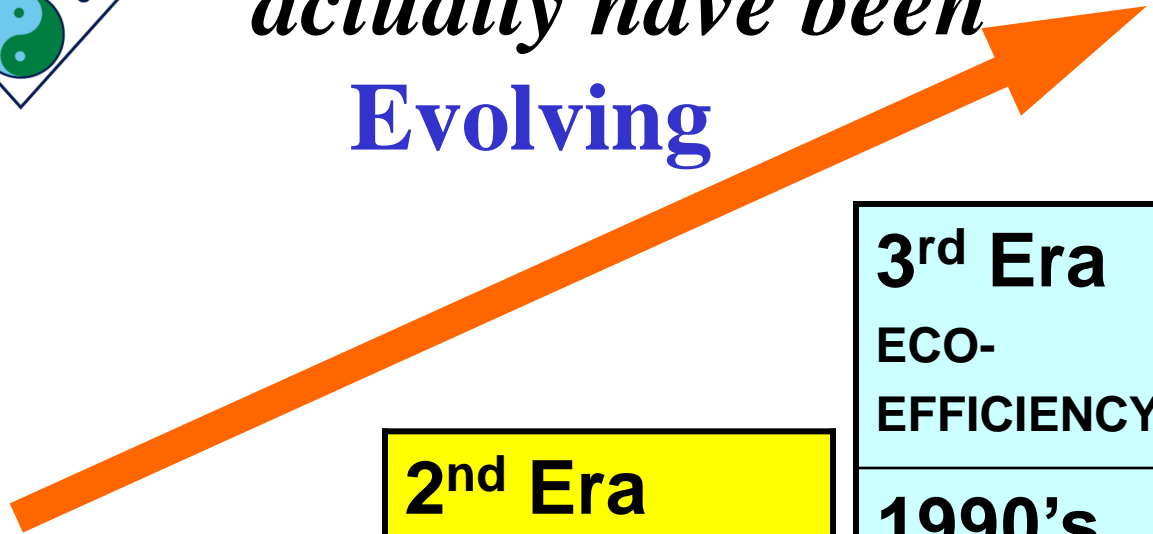
### 4 System Conditions

1. Don't take stuff out of the earth's crust and put it into the biosphere faster than the Earth can absorb it
2. Don't make stuff and put it into the biosphere faster than the Earth can absorb it
3. Don't over-harvest
4. Equality
  - Resources must be used **FAIRLY** and **EFFICIENTLY** in order to **meet basic human needs worldwide**





# Fear not: **Business Practices** *actually have been* **Evolving**



**Pre- 1970's Unprepared**

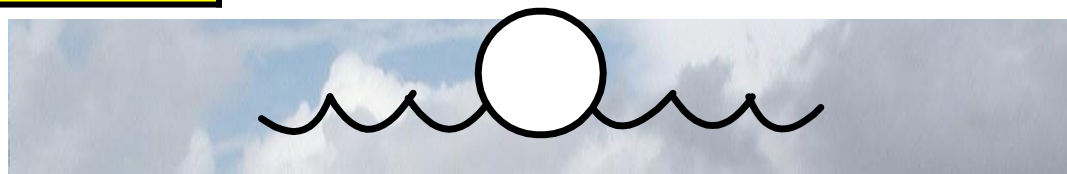
1 <sup>st</sup> Era COMPLIANCE
1970's
Reactive

2 <sup>nd</sup> Era BEYOND COMPLIANCE
1980's
Anticipatory

3 <sup>rd</sup> Era ECO- EFFICIENCY
1990's
Proactive

4 <sup>th</sup> Era SUSTAINABLE DEVELOPMENT
2000's
High Integration

from  
Carl Frankel's  
"In Earth's Company"





# The Great Game of Business

- ✓ Open Book management
- ✓ **Business is a Game**
- ✓ All da players gotta know **how to keep score**
- ✓ **Everybody has skin in the game**

Developed by **Jack Stack**, back in the late 1980's or so.  
Jack's a top dog at **SRC** (Springfield Remanufacturing Corp)  
He's jest a Regular, down to earth kinda guy





**One** of many **good organizations**



**C**oalition for **E**nvironmentally **R**esponsible **E**conomies

**Environmental,**  
**\$\$ Investor \$\$**

**&**

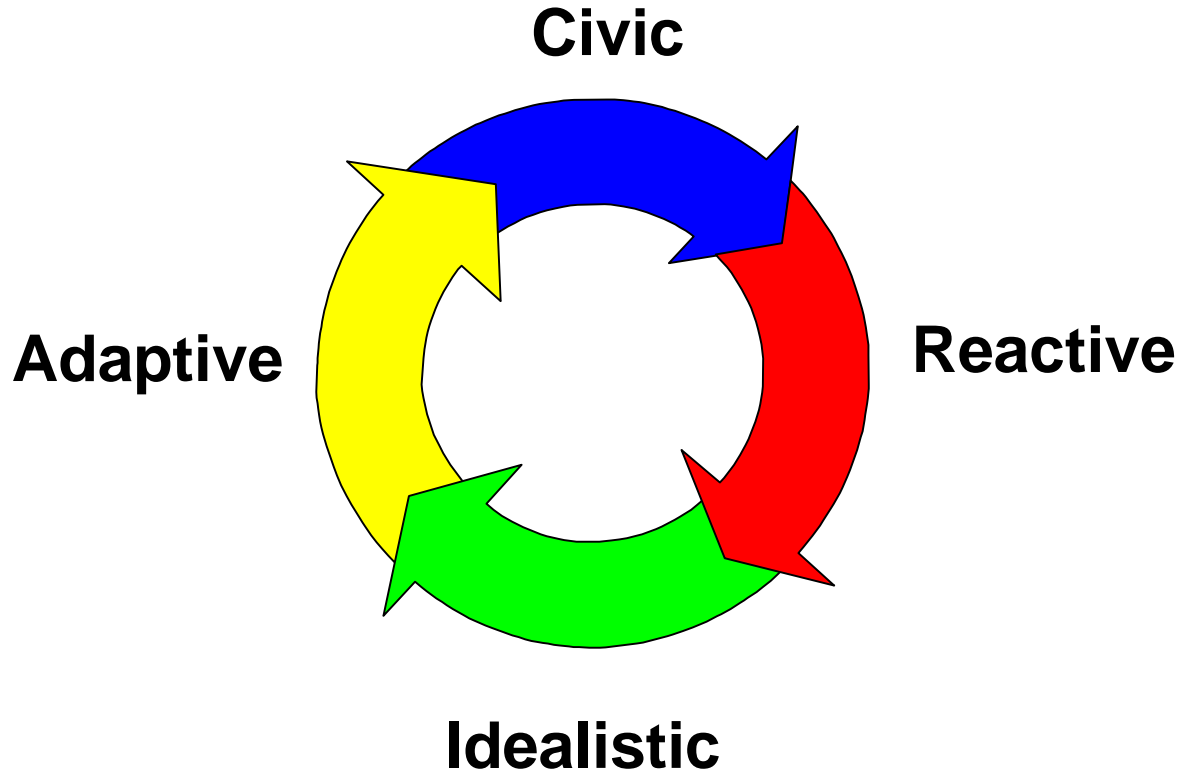
**Advocacy groups**  
working with businesses,  
to create a sustainable future





# Generations, in Perspective

"Generations:  
The History of America's Future, 1584 to 2069, "  
by Neil Howe and William Strauss

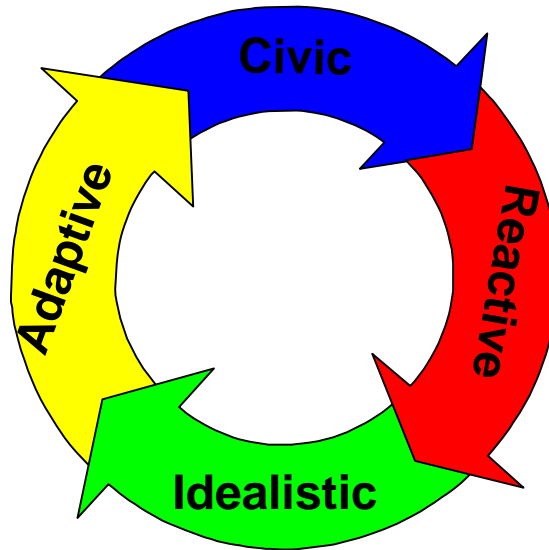




# Generations

- => GI generation of WWII
- => Humanitarian (aka Millinimuers)

=> Silent Majority



- => The Lost Generation  
(Roaring 20's)
- => Gen X'ers  
(latch key kids)

=> Baby Boomers





# Bob's Top 10 things

1 to 5

## **One. Relax a bit...**

And keep your sense of humor. Getting suicidal will not help the situation.

## **Two . Green didn't just start yesterday.**

Even the hippies didn't invent this.

## **Three. Follow the Money**

For each issue where people or the planet are getting wacked, ask "Who stands to make money?"

## **Four. If we go Green, businesses won't survive. Or workers will loose their jobs.**

This is an old Bull-poop argument that super large corporations pull out of their butt every time it doesn't want to do something.

## **Five. Green doesn't impact me or my job.**

Even if you have a smucky job (and some of us will), if your company is a **a Do-Better**, you can feel better about working there.





# Bob's Top 10 things

6 to 10

**Six. Renewable energy can't compete in the marketplace with nuclear, coal and oil.**

Corporate Bull-poop. Every technology that has survived has been given money by our government.

**Seven. It ain't a passing fad, or the corporate slogan of the month.**

Yep. People everywhere are waking up and smelling the Fair Trade & Shade Grown coffee

**Eight. We gotta blow up capitalism.**

Nah, that ain't gonna fly. Natural Capitalism is a great book & organization – Capitalism that values all living systems.

**Nine. If you don't ask the right questions, you'll never get the right answers**

It is ok to identify a problem and not have the answer to it.

**Ten. The simple concept of Externalized Costs**

Companies make stuff cheaper and make more profits because they do bad things that society winds up paying for. Pollute. Unsafe working conditions. Over harvest. Build too close to the shoreline.





## The **Do-Better Economy**

**Doesn't everybody want to Do Better?**

