

## A Framework for Transformational CSR

Thursday, November 5, 2009 10:30 – 10:45am

### Speakers

- >> **Ray Anderson**, Founder and Chairman of Interface Inc.
- >> **Barb Steele**, Director of Membership, CBSR

### Key Messages

- >> Time is not on our side as we intervene in the system.
- >> The most effective place to activate change is to challenge the state of mind and reality.

### Worth Repeating

*“A transformational mindset requires a challenge of the industrial system. We must examine the mindset that underlies the system. It is important to ask: what is your corporate perception of your timeline? Are there negative externalities? Does business exist to make a profit, or does your business make a profit to exist in your corporate value system?”*

– Ray Anderson

### Summary

Sustainability proponents must ask ourselves - who are we to say what transformation is? We must be mindful to address the full range of possible concerns when navigating the path towards the eventual goal of “Mount Sustainability”.

As an organization changes, managers must be mindful that individuals move through these stages of transformation too. As such, it's important to embrace diversity during societal transformation, as people move along the continuum individually. The followers make the leader. We cannot escape the normal distribution of early movers all the way to laggards, or never-followers. While the model will evolve due to layers of complexity, the ultimate goal is of harmony and balance with the biosphere.

Do you think the right (emotional) side of the brain has a role to play in business decision-making? Do you think women have to think like men to succeed? That is only one layer of complexity. It is the simplest things that will move us along the line.

A transformational mindset requires a challenge of the industrial system. We must examine the mindset that underlines the system. It is important to ask: what is your corporate perception of your timeline? Are there negative externalities? Does business exist to make a profit, or does your business make a profit to exist in your corporate value system?

The most effective place to incur change is to challenge the state of mind and values and priorities of the present; however is the hardest. And what is *your* view of reality? Do you see the earth as an infinite resource or do you realize it is finite. Are you thinking about the next seven generations or even the thousands of generations that will come after us? Time is not on our side as we intervene in the system. Our climb to Mount Sustainability requires a great sense of urgency.