

Our Manifesto

① We are committed to a new paradigm

for business organization, management, and leadership. In this new paradigm, every member of the organization is empowered and encouraged to:

- Be creative, innovative, and resilient
- Care for people they lead and work with
- Transform their organization to better serve society
- Create dignified work within their organization that strengthens community and love

② We are committed to transforming

unsustainable business practices and creating a new way of operating that stands for social and environmental responsibility while creating economic and social wealth for the organization and its stakeholders.

③ We are committed to enabling a world

where humans are ends in themselves, deeply connected to self, others, nature, and something (or someone) bigger than ourselves.

④ We are committed to dignity, freedom, and success

that understands that we all depend on creating a world in which all flourish and all prosper.

Organizations serve humanity best when they recognize our individual dignity and enhance our interconnectedness. To thrive, businesses and society must pivot toward a new purpose: shared well-being on a healthy planet.

⑤ We are committed to deliver

an elevated level of performance through being connected while being a contribution to each other and subsequently the organization.

⑥ We are committed to accountability

as a choice and a sense of ownership. Through the discovery of what it is to BE accountable, the experience of power, self expression that reliably produces extraordinary results inside a collective goal.