



Background Reading

There's more than 40 years of R&D behind the emerging regenerative economy.

Here's our selected reading list of great resources for understanding regenerative thinking and the foundation skills for innovation delivery:

- Regenerative design
- Innovation delivery
- Influencing and motivation
- Personal effectiveness
- Business development

Enjoy!

Regenerative Design Reading

“Mid-Course Correction: Toward a Sustainable Enterprise: The Interface Model” by Ray Anderson

and its successor

“Business Lessons from a Radical Industrialist: Beyond Sustainability-- Designing for Abundance” by Ray Anderson with Robin White. A highly readable story of the regenerative thinking and innovative business practice behind global sustainability leader InterfaceFLOR.

www.interfacesustainability.com

“The Blue Economy: 10 Years, 100 Innovations, 100 Million Jobs” by Gunter Pauli. A report to The Club of Rome on 100 of the most feasible biomimicry-based innovations available for implementation.

<http://www.theblueeconomy.org/blue/Home.html>

“Believing Cassandra: An Optimist Looks at a Pessimist's World” by Alan AtKisson. Skills for positive sustainability change agents.

www.worldchanging.com

“Natural Capitalism: Creating the Next Industrial Revolution” by Paul Hawken, Amory Lovins, and L. Hunter Lovins

and its predecessor

“The Ecology of Commerce” by Paul Hawken

www.natcap.org

“Cradle to Cradle: Remaking the Way We Make Things” by William McDonough and Michael Braungart

and its successor

“The Upcycle: Beyond Sustainability--Designing for Abundance”

www.mbdc.com

Innovation Delivery Reading

“The Innovator’s Way: Essential Practices for Successful Innovation” by Peter Denning and Robert Dunham. Contains a review of innovation theory and practice over recent decades – a one-stop summary plus a great process model.

www.innovators-way.com

“Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers” by Geoffrey A. Moore

“Diffusion of Innovations” by Everett Rogers, exploring how, why, and at what rate new ideas and technology spread through cultures.

“Getting Our Act Together: How to Harness the Power of Groups” by Glen Ochre, an Australian expert in facilitation and group work. Super readable and useful for organising any group.

Influencing and Motivation Reading

“Understanding Yourself and Others: An Introduction to Temperament” by Linda Berens, an amazingly digestible introduction to Myers-Briggs preferences and their applications in communications and motivation. (Packing a wealth of information into just 36 pages).

www.balance3.com.au

“**Iconoclast: A Neuroscientist Reveals How to Think Differently**” by Gregory Berns, a highly readable introduction to the underlying brain physiology that influences human perception and behaviour.

Personal Effectiveness Reading

“**The 7 Habits of Highly Effective People**” by Stephen Covey. One of the classics of time management and personal organisation, and for good reason.

www.franklincovey.com

“**Coaching to the Human Soul: Ontological Coaching and Deep Change**” by Alan Sieler. Three brilliant volumes exploring human behaviour, addressing the nature of genuine personal transformation and the use of language, moods and physiology for shifting our perceptions of what is possible in life and increasing behavioural effectiveness.

<http://www.newfieldinstitute.com.au/html/books.html>

Business Development Reading

“**The eMyth Revisited: Why Most Small Businesses Don't Work and What to Do About It**” by Michael Gerber. Critical for understanding the frame of mind of most businesses, and the key challenges for their owners and managers.

www.e-myth.com

“**Good to Great: Why Some Companies Make the Leap...and Others Don't**” by Jim Collins. Research into how good companies, mediocre companies, even bad companies have achieved enduring greatness, leveraging a development process that begins with leadership and ends with technology.

<http://www.jimcollins.com/books.html>

“**Lean Solutions: How Companies and Customers Can Create Value and Wealth Together**” by James P Womack and Daniel T. Jones. Strategies and principles for creating value and wealth, not just products.

www.lean.org

www.balance3.com.au