

# Observing Sustainability Differently

# Regenerative Business

- Truly sustainable business demands a new “deep green” paradigm – designing business models that make money in ways that **regenerate** the environment.
- The innovators and early adopters already in this game have **already proven** that “doing well by doing good” can be highly profitable.

# Why Ontology and Sustainability?

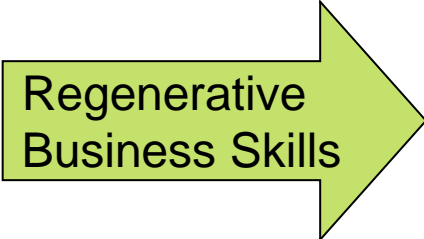
- Deep green business practices require “business as usual” to be turned on it’s head.
- Business change and innovation works best with skilled leaders who are great with people.
- The shift to regenerative business has already started – ontology can support and accelerate it.

# Sustainability Coaching Opportunities

- Support the re-alignment of business strategy at board and executive levels.
- Support the implementation of new business practices at the level of senior & operational management.
- Support sustainability change agents at all levels of business to operate effectively and avoid burnout.

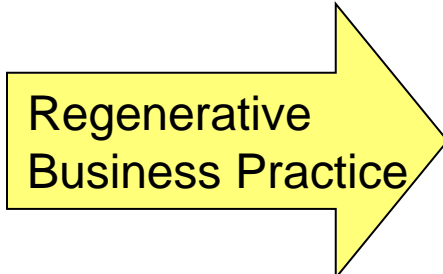
**10% green business strategy; 90% ontology.**

# Threading Together...



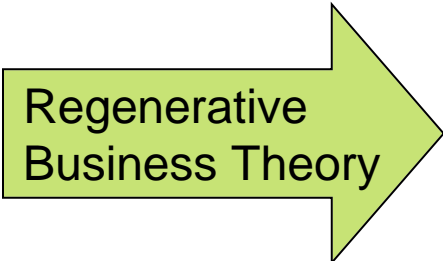
Regenerative  
Business Skills

Emerging skill sets: Biomimicry; Life Cycle Analysis  
Existing skill sets: Lean, Kaizen



Regenerative  
Business Practice

Current reality, current examples, application of  
business innovation approaches such as “Good to  
Great” flywheel and leadership approaches such  
as Hames’ Five Literacies.



Regenerative  
Business Theory

Stretch goals: Beyond Zero to Regenerative Business  
Closed Loop Supply Chain, Service Economy  
(Natural Step; Natural Capitalism, Cradle to Cradle)

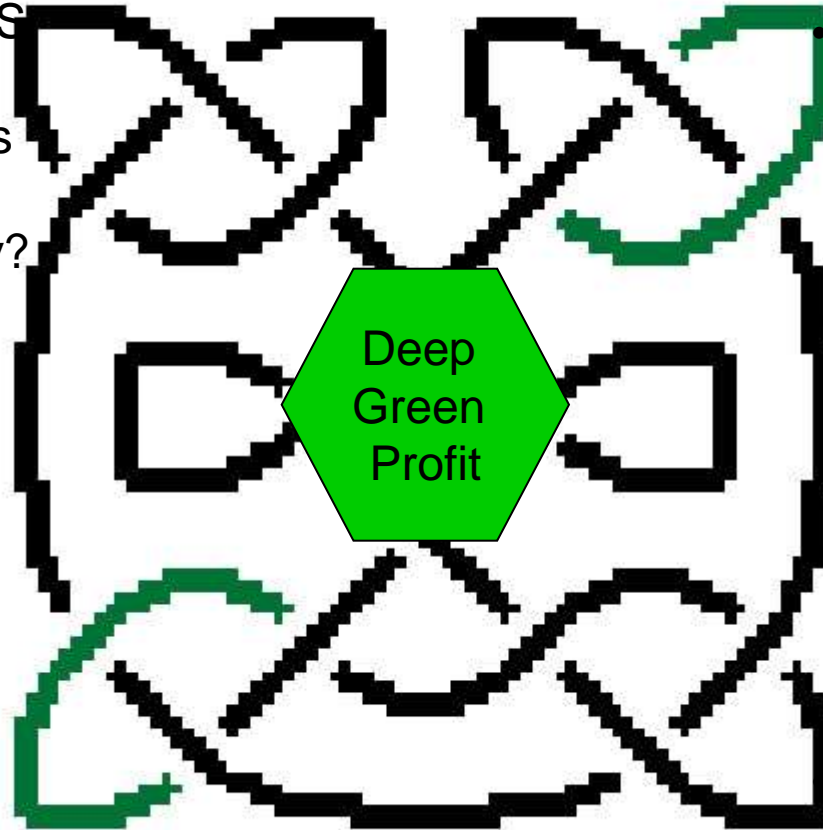


Ontology

# Weave “green” through the ontology

## MOODS & EMOTIONS

- What prevailing moods and emotions do you observe around sustainability?
- How might we use Wonder, Ambition and Acceptance in the space of sustainability?
- What moods and emotions are you living in around sustainability?



## ASSESSMENTS:

• What assessments are implied in business about “the environment”?

How might you ground those assessments?

## OFFERS & REQUESTS

How could green be an **offer** to your business / your employer?

What requests might you make to engage people in positive sustainability?