

5 Ways Business Can Create a Better World!

By Shel Horowitz

In 2016, we shouldn't put up with social miseries that should have been eliminated centuries ago. Once and for all, it's time to say goodbye to hunger, poverty, war, and catastrophic climate change. But guilt and shame don't work—what do we do?

The good news? We actually know how to do this. All these big crises are about resources—and enlightened self-interest (profit) can address them. And we have more tools to get us there than in any time in history.

1. Think Holistically—Become a Systems Thinker

You could spend \$100 million designing a pen that can write in deep space—or you can see the big picture and hand out pencils! Change the conversation from “how do we improve it?” to “how can we most easily achieve the *real* goal?”—you both slash costs and boost results.

2. Let Nature be Your Chief Engineer!

Spiders figured out bridge engineering thousands of years ago. Curvy anthills in India thrive during the desert of the dry season *and* in monsoons. Nature has already solved just about every human challenge.

3. Design and Market Products and Services that Fill People's Bellies and Empower Them, and sell them at a profit. Example: solar-powered LED lanterns increase health, remove fire hazards, eliminate a monthly expense, and create economic opportunity

4. Convince Not Just Greens but Nongreens to Buy Green Products

Don't try to make them feel guilty! Speaking *their* language, show them how your green offerings are superior.

5. Commit to Using Your Business to Empower Others

Watch productivity, employee morale, and customer loyalty soar!

Learn more! Grab a copy of Shel's 10th book, *Guerrilla Marketing to Heal the World* at <http://goingbeyondsustainability.com/guerrilla-marketing-to-heal-the-world/>.

Go deeper! Contact Shel for a 15-minute no-charge conversation about how your business can embody the change you want.

<http://goingbeyondsustainability.com/contact/>

