

# **Transform Your Business—and Transform Our World!**

**Delight like d.light  
Beguile like Ben & Jerry's  
Profit like Patagonia**

**10 Principles, 8 Powerful Examples, 5 Action  
Steps (a quick tipsheet)**

## **Ten Principles**

1. Ordinary people can—and DO—change the world (think about the shy seamstress, Rosa Parks, who sparked the end of segregation in the American South—or the humble shipyard electrician, Lech Walesa, who led the movement that threw the USSR out of Poland and became its president)
2. When we believe that change is possible, we accomplish that change—but unless and until we feel we can make a difference, we won't
3. Hunger, poverty, war, and catastrophic climate change have no place in the modern world—we need to replace them with sufficiency, peace, and planetary balance
4. This is deeper than mere “sustainability”—we don't want to sustain the current situation, but to make it better: “regenerativity”
5. We already know a lot of ways to do this and just need to start implementing them
6. Once we treat these crises as resource issues, solutions start to show up—because we have the resources in abundance (example: more energy falls from the sun to Earth every hour than humans use in a year)
7. Guilt and shame rarely work
8. Enlightened self-interest is a better motivator
9. When we show business that solving these problems benefits them, change happens faster
10. This gives incentive for business to develop and market products and services that directly address one or more of these big challenges

## **Eight Powerful Examples**

Thousands of successful businesses have already been doing this. Famous examples include 1] Ben & Jerry's ice cream, 2] Patagonia outdoor clothing, and even huge consumer products companies like 3] Procter & Gamble, 4] General Electric, and 5]

Unilever (see the award-winning book *Guerrilla Marketing to Heal the World* to learn *how* these and other major companies are making a difference). Less famous examples include:

- 6] d.light, whose solar lamps replace toxic, flammable kerosene in ways that address poverty, health and safety, and the environment all at once
- 7] Greyston Bakery, a gourmet baker whose open employment policy gives new hope to “unemployable” ex-cons, ex-mental patients, and others whose lives took a hard turn
- 8] Dean’s Beans, roasting only 100% organic and fair-trade (or better) coffee since its founding in 1993, and funneling profits back into village-led betterment projects in the coffee communities

### **Five Action Steps:**

1. DUMP limiting assumptions
2. Embrace ABUNDANCE
3. Work BACKWARD from the goal
4. Think CREATIVELY
5. Brainstorm the RIGHT products and services

## **Need Help?**

Shel is ready to work with you and your organization. With 40+ years in both changing the world and marketing, Shel’s client list as a strategist, writer, and speaker spans five continents. He works with entrepreneurs, corporations, associations, nonprofits, not-for-profits, NGOs, and community organizations. He’s even worked with progressive politicians. Please visit <http://goingbeyondsustainability.com> to learn more

Watch Shel’s TEDx Talk, “Impossible is a Dare,” download a sampler from *Guerrilla Marketing to Heal the World*, take a quick self-assessment and get a 15-minute no-charge consultation from Shel: <http://goingbeyondsustainability.com/freebies>