



Volume 17, Issue 5

World Business Academy

Rekindling the Human Spirit in Business

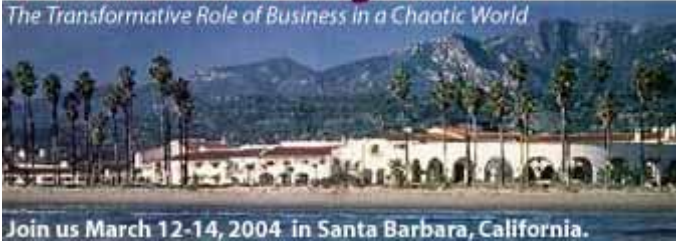
SIGNPOSTS

December 17, 2003

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Global MindChange Forum

The Transformative Role of Business in a Chaotic World



Join us March 12-14, 2004 in Santa Barbara, California.

Deepak Chopra
Bill George
Jean Houston
Hazel Henderson
George Zimmer
Lance Secretan
Jim Channon
and many more....

PROJECT EARTHRISE

The Fellows' 100-Year Positive Vision for the Earth

By Academy Fellow Jim Channon

Almost two years ago the Fellows of the World Business Academy began a 10-year journey of discovery to find the most compelling and positive vision for the planet in this new century. This quest will result in a set of solutions that will be shaped to reach and move the most significant imaginable global players.

The Academy has spent the last 10 years contacting the planet's greatest living visionaries. Many have opted to become Academy Fellows. From this list of 80 distinguished men and women have come the signatories of a vision for the planet. Most of these people have important global reputations. Also of note, we know of no other institutions that that have embarked on just such a mission.

To date the Fellows have embraced several approaches to advance this process. If we simply culled a list of the books by these Fellows currently in print, we would have enough genius to make a world of difference. But, the process hopes to arrive at a final recommendation simple enough to be understood by all and also essential enough to catalyze many other approaches.

Those fortunate enough to have Academy membership or subscribership can monitor this adventure online or through written Academy publications. The Fellows will convene next March 10-12, 2004 for the second annual Global design meeting in Santa Barbara, California. Earthrise thought leader Jim Channon can be contacted at Jim@arcturus.org for more information.

A Note on Worldly Visions

The first group of thoughtful players to offer a strategy to the world at large was the Club of Rome. Basically, they said there is a very real end in sight to the strategy of perpetual growth. But no one responds well to negative ideas. So, very few major trends changed.

What do you imagine would have happened if instead they had offered to those forces that shape the world the opportunity to take significant actions within their span of capacity and capability? We don't know the answer to that... yet!

I have researched the many groups and sources of genius that have called the world problematic. There aren't very many of us in this game. The [United Nations University](#) has compiled a list of [the greatest challenges](#). The World Business Academy is building a 100-year vision. Independent survey resources say there is a large group of citizens who are ready for the global game to begin in earnest.

[Worldwatch Institute](#) has explored the consequences of our failure to act. Each of our three services has a published vision, but our Nation has not. The world has begun to network its concern using the Internet. The planet knew within hours of Princess Diana's death. We are connected. The awaiting world is beyond nations.

We began the last century with the World's Fair in Paris, and it launched the greatest tool-making and manufacturing age ever. Cars, trains, and planes existed only in their nascent states. Our technological progress has been nothing short of phenomenal. But nation-states using these technologies have killed 160 million people since the evening the Fair closed. Our national institutions have performed miserably and now lie at the mercy of industrial juggernauts. These institutions *must* be redirected toward better ends.

What is an elegant shift? How better could one small team contribute than by beginning the work that ultimately will kick-start a global grand strategy?

Let us begin....

Sample one: Shift the armed forces to a global reconstruction role.

Sample two: Shift oil companies to the role of fresh water distribution.

Sample three: Shift the news media to a solution orientation.

Sample four: Shift the pipeline industry to new forms of resource distribution.

Sample five: Shift Universities to social inventions and let the Internet deliver the knowledge.



CREATIVITY AT EARTHRISE

Again, when considering the Academy's 100-year vision project, a sobering refrain came spinning through my thoughts again....we can only hope, as one organization, to plant one seed, or at the most, three concepts in the minds of an entire planet of business leaders...

What on earth will they be?

At the very minimum it seems we must find a way to enter the waking consciousness of the key players with such a primal and persuasive approach as to shift their entire state of being into an ultimately positive and powerfully creative skillset for action. Simple enough to profess such a goal I think. I then remember the saying, "Culture eats strategy for breakfast".

We talk collectively as if we have the possibility of taking a fresh creative and courageous look at our emerging world and then just wonder why we don't find it such an easy task. We wonder why more people

aren't doing it. But, do we really have the conscious tools in place to do that, or are we culturally just overwhelmed daily dread in the newspaper and putting daily bread on the plate?

Recently when speaking to a group of collected leadership classes on the "flight deck" at Boeing Aircraft Company in St. Louis, I had an opportunity to ask questions of the 80-some-odd leaders in the audience. I had a hunch that we as a culture have been paying lip service to the concepts of creativity and imagination. So I thought I would find out.

Sure enough, when I asked them how many in the audience believed that creativity and imagination were critical elements in their waking toolkit, the answers were all positive. When I asked how many of them had attended a formal course of instruction in these skills, the audience went blank. There was a little further discussion that reinforced the idea that there had been a lot of platitudes about the importance of these shibboleths, but when it came down to the skillset, there were no examples of where they could be obtained. Yes, a handful had taken courses in painting and improvisational acting where they were expected to use such skills. But little was ever done to focus them on the skills themselves.

This caused me to think of other areas where we might, as a global culture, pretend we were tending to the task, but in fact the requisite tools had long been lost beneath an impenetrable canopy of platitudes. Storytelling, strategic mapping, and play came to mind right away.

I have only met one person who has a Ph.D. in play. That, I thought, bodes ill for a civilization with any promise. Dee Hock talks about the rise of VISA, the bankcard business, as being "chaordic." I have asked many other business leaders what they thought about that concept, and they have without exception looked at me with the deer-in-the-headlights expression.

"The 'order' part of that hybrid term chaordic is not hard to imagine but ...please ... you want me to actively plan for chaos in my 'organization'?"

Artists wouldn't flinch at this possibility because they know they must permit and then use the mistakes that appear on their canvases. A child who is still allowed to "pretend" would actively pursue any break in the logic so a new world could be opened in which to cavort.

At this point I begin to see that imagination, creativity, and play are allies. I also become surer than ever that they are drilled out of us early on for the sake of order in the courtroom ...er, classroom. A study just performed by Dr. Christian Wallman revealed that intuition is highest at pre-school and the early grades and falls off dramatically just after that. By the time we get to college it has plunged to a non-significant level.

Who would have thought that such valued skills would be such an endangered species in the very powerful advanced technology capitals of the world? Is this the primal skillset our Academy could teach the businessfolk of the world? Would this allow them to embrace the whole, create more freely, and enjoy their lives?

In order to introduce it as just one idea maybe we could call it:

CREATIVITY -- and the course materials would include intuition, imagination, storytelling, storyboarding and play? Maybe we'll leave the chaos out for now.

4th Annual NexusEQ
Conference: Orlando, FL
January 15-17, 2004



Emotional Intelligence:
The Inside Path to Creating
and Sustaining Change

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