



The Greatest Business Opportunity in the History of the World

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The Problem¹

¹ *Based on the work of David Korten*

The Problem¹

- Excessive consumption

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The Problem¹

- Excessive consumption
- Increasing inequality

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The Problem¹

- Excessive consumption
- Increasing inequality
- A perverse economic system that reinforces both!

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Design = Business

A Theory of Change²

² *Positive Futures Network, publishers of YES! Magazine*

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- They recognize that the status quo is failing to deliver its promised benefits;
- They see realistic possibilities for creating a better world;
- They feel their own actions can make a difference;
- They feel part of something larger than themselves;
- They have a way to engage with other people in making change that fits with their talents, capabilities and circumstances.

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Sooooo...

Food



Clothing



Shelter



Transportation



Education



Health Care



Entertainment



Manufacturing



Trade



I could go on, but...

Tell me, what is it you plan to do
with your one wild and precious life?³

³ *Mary Oliver, "The Summer Day," 1992*