

Saving the World at Work

Tim Sanders

* Presentation Summary Points *

1. The future belongs to organizations that have a strong social reputation. Current events only stoke the fire of social responsibility in consumers, legislators, and thought leaders.
2. Making a difference at work requires a set of perspectives: The Law of the Ledger, The Law of Abundance, The Law of Interdependence, The Law of Reciprocity, The Law of the Long View, and The Law of the Last Mile.
3. Being sustainable is an area for innovation that is good for the bottom line as well as the organization's reputation. It is also a social imperative.
4. One person, regardless of rank or role, can make a difference via his or her influence.
5. Universities are ground zero for thought leadership (on both sides of the counter).

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*** Discussion Forum Reflection and Discussion Questions ***

1. Is “being green” still relevant, given the current economic crisis?
2. What are the biggest areas for eco-improvement at work?
3. How can we motivate employees to think long-term?
4. Do universities have an influence on corporate America? Still?
5. What do college students want out of a career?