



Notes from the BASE conversation, Aspirational Behaviour for Sustainable Business. 17th March 2010

Democracy? A hung parliament or a small majority may create room for more co-creation, a less directive approach. Do fewer things better?

Engagement and CSR = less sick days, happy employees, more productivity.

Good management is required and not yet good enough for the future. We need different ways of valuing success, e.g. GDP is misleading and insufficient.

The system and process is less important than the commitment.

A path to success: engagement, leadership, environment, all can be contained within CSR.

Employee surveys can provide a management shock moment, and if repeated and reported on can show progress. Only if acted on. Too often that vital link is missing.

Discussed the five year data which showed strong agreement flatlining and strong disagreement escalating. What stops people speaking up, having their say, wanting to act as an ambassador for the company? Fear, and a perceived or actual lack of action. So you need to do something and then tell folk you've done it.

Profit is important as a way of demonstrating success. Think about how to add value. Profit is taxable, and often ends up as a somewhat artificial short term constraint.

It's important to share things we don't compete on. Resource and time efficient.

What kind of stake do people want in a business? Emotional may be more important than financial.

Company values should advertise internal and external behaviour. People soon spot when they don't though this is hard for people in large well established orgs to understand and even accept sometimes.

People want a sense of control, ownership in their future.

Time off to support good causes can be inexpensive, shows we care, and good to share when reported back and communicated. Google time.

Work has changed. Management hasn't. The end of the age of man age ment. Females tend to collaborate better than males. Tend to be better at asking questions, for help. When a male sees this tends towards you don't know what you're talking about, instead of how can we make this better?

Integration democratised – not yet put a value on that.