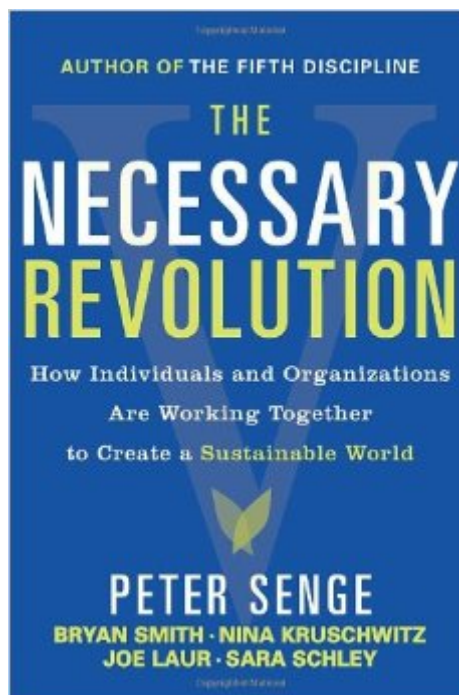


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# The Necessary Revolution: How Individuals And Organizations Are Working Together To Create A Sustainable World



## Synopsis

Imagine a world in which the excess energy from one business would be used to heat another. Where buildings need less and less energy around the world, and where "regenerative" commercial buildings "ones that create more energy than they use" are being designed. A world in which environmentally sound products and processes would be more cost-effective than wasteful ones. A world in which corporations such as Costco, Nike, BP, and countless others are forming partnerships with environmental and social justice organizations to ensure better stewardship of the earth and better livelihoods in the developing world. Now, stop imagining "that world is already emerging. A revolution is underway in today's organizations. As Peter Senge and his co-authors reveal in *The Necessary Revolution*, companies around the world are boldly leading the change from dead-end "business as usual" tactics to transformative strategies that are essential for creating a flourishing, sustainable world. There is a long way to go, but the era of denial has ended. Today's most innovative leaders are recognizing that for the sake of our companies and our world, we must implement revolutionary "not just incremental" changes in the way we live and work. Brimming with inspiring stories from individuals and organizations tackling social and environmental problems around the globe, *THE NECESSARY REVOLUTION* reveals how ordinary people at every level are transforming their businesses and communities. By working collaboratively across boundaries, they are exploring and putting into place unprecedented solutions that move beyond just being "less bad" to creating pathways that will enable us to flourish in an increasingly interdependent world. Among the stories in these pages are the evolution of Sweden's "Green Zone," Alcoa's water use reduction goals, GE's ecoimagination initiative, and Seventh Generation's decision to shift some of their advertising to youth-led social change programs. At its heart, *THE NECESSARY REVOLUTION* contains a wealth of strategies that individuals and organizations can use "specific tools and ways of thinking" to help us build the confidence and competence to respond effectively to the greatest challenge of our time. It is an essential guidebook for all of us who recognize the need to act and work together "now" to create a sustainable world, both for ourselves and for the generations to follow.

## Book Information

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## Customer Reviews

At the end of this review following the links to other recommended books, I specify why this book receives four stars instead of five. Shortly I will load several images that will augment my written review, a couple of them recreated from this book, a couple my own original work. I found this book absorbing, and while I recognized many many areas where the authors could have identified and respected the work of others more explicitly, I also found this to be the single best book for a manager of any business, any non-profit, any educational institution, any citizen advocacy group, with respect to the changing paradigm of business from industrial era obsess on profit and waste wantonly, to the information era of integrated full life cycle with total transparency of all costs (social, environmental, and financial) and ZERO footprint on Earth and society. There is ample original work from the authors, and this book is priced just right as a vehicle for energizing groups of any kind. Following from my extensive notes: + A handful of top global businesses "get it" and have been pioneering footprint free zero waste business model: BP, GE, Coca-Cola, Dupont, even Nike. + Non-governmental organizations (NGO) know more about local needs and the emerging marketplace (four billion of the five billion poor, I am very disconcerted to see the business world "writing off" the one billion extreme poor) than any market "intelligence" firm. + With credit to Jared Diamond, I read for the first time about the unreal financial reality "bubble," and the "real real" world bubble that is catching up with it.

This long awaited book fulfills all of my expectations for a manual to help us create the conversations and collaboration necessary to reclaim our world's health. Over the years there have been quite a few high impact books helping us understand the extent of the challenges we face as we look forward to create a sustainable world. "The Necessary Revolution" steps forward and outlines how to create the partnerships that are needed to unleash the pent up creativity that

millions of team members across the world and in all enterprises have been holding back. Peter Senge and team from his organization Society for Organizational Learning come at the subject as world leaders in the austere world of business. It is going to be very difficult for business leaders across the world to read this work and write it off as rantings of an extremist. Peter is one of the top business minds in the world and I do not believe this work can be easily ignored. For those of us who are disbursed across enterprises and feel like we have little impact on moving our enterprises towards a more sustainable future, this book provides outstanding case studies of work being done across the world by enterprises large and small. Some of the work and the visions of the leaders chronicled in this text are not only enlightening but surprising. After many chapters a "toolbox" is provided to help set the stage for the conversations and collaboration needed to move change forward. And of course, all of this work is set in a framework of systems thinking which is so necessary to be able to see beyond the silos so many are bound by. "The Necessary Revolution" should be required reading for community leaders of all types, NGO, religious, Government, and corporate alike.

The Necessary Revolution: How Individuals and organizations are working together to create a Sustainable World. (TNR) Value of TNR: The theme of TNR is that we must shift beyond being reactive in our solutions approach, merely seizing short term solutions, and move to deep thinking to really make a difference. I strongly agree. The book includes many stories of what organizations and individuals are doing to try to be more proactive. The "Take, Make, Waste" mode of the last 60 years is no longer viable and some folks are digging deeper in their thinking and getting beyond symptom solutions. It is the right message but with insufficient thinking on the part of the authors on what it would really take to accomplish that deep thinking. They fall into the same trap they are critiquing, working in a problem-solving mode with humans doing less harm and letting nature restore itself, but with just a more sophisticated version than they challenge. Shortfall: The authors point out that what got us into the mess we are in is working from a Cartesian view of reality that sees the world as things divided into parts and pieces that are not connected. As a result we have outsourced solutions by specialty, allow the problem creator to side step the deep dive to get to the underlying causes. However, TNR is working with an approach to Systems Thinking based on the Study of machines and computers that originated at MIT with Jay Forrester in the Engineering and Cybernetic Systems School in the 1950s. Forrester moved to the Sloan Management School and took his Systems Dynamic Theory with him. It is still a part of the Sloan School and has been adopted by the SOL Sustainability Consortium unrevised from its computer science basis and

applied directly to human systems.

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