

# WELCOME

2032

2028

## Once Upon A Future

Transition to Net Positive

2025

Inspiriment by Ruud Veltenaar

Zeist – September 13<sup>th</sup>, 2022

2023

Retreat? Revolt? Or....

RESET by Reimagine and Redesign?

2022

*"Everything will be okay in the end  
And if it's not okay, it's not the end..."*

# RUUD.

Progressor and inspirator of transformation

- ❖ Philosopher
- ❖ TED-speaker
- ❖ Author
- ❖ Faculty member SLP Nyenrode
- ❖ Serial entrepreneur
- ❖ Impact investor
- ❖ UN SDG-ambassador







# Story about Us

Independent but NOT neutral

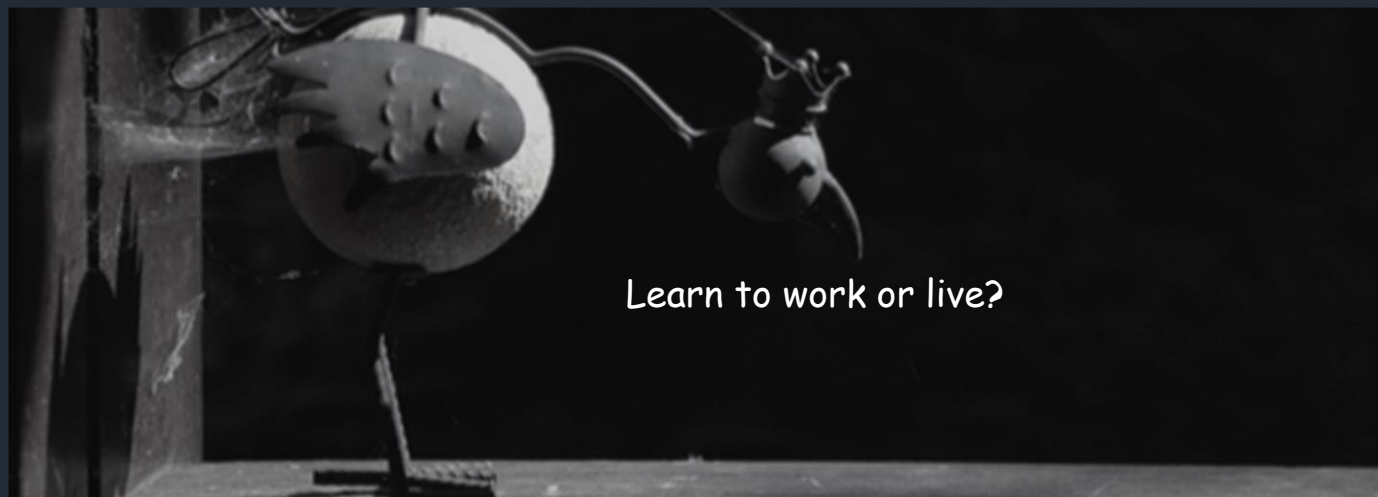


NO

Not a story about things  
you'd like to hear

YES

But a story about things you  
should know



Learn to work or live?

# MASS EXTINCTION

Research is what I'm doing when I don't know what I'm doing!







# EXPEDITION21

ROAD MAP: TRANSFORMATION TO THE NEXT PHASE OF OUR CIVILIZATION



LEREN WERKEN / LEVEN?  
SUCCES / IMPACT?





# Impact

What it might do with you

- ❖ Amazement
- ❖ Wonder
- ❖ Confusion
- ❖ Frustration
- ❖ Irritation
- ❖ Rage





# ROAD MAP

based on Theory U,  
by Otto Schermer (MIT)

COMPASS-21 for EDUCATORS, LEADERS AND OTHER TRANSFORMERS



OPEN MIND

OPEN HEART

OPEN WILL

1. AWARENESS

2. DESIRE

3. CONNECTING

4. EFFLORESCING

5. MANIFESTING

# BAD GOOD

Some reflections and considerations for conscious leaders: no tricks, tips and checklists



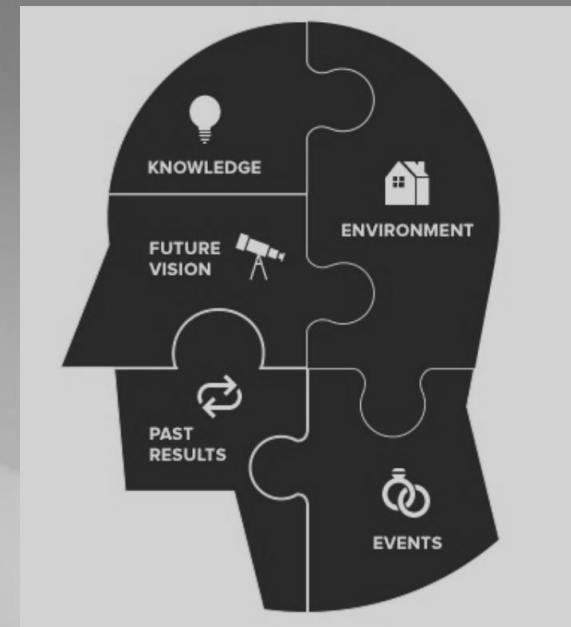
# BIAS

Try being informed, instead of just opinionated

WHAT is YOUR BIAS?

**TED**

3 kinds of bias  
J. Marshall Shepherd





CHARLES

□ □ □

*"We deserve a safe future.  
And we demand a safe future.  
Is that really too much to ask?"*

# Let's do a test

What about your bias and limiting beliefs?

- ❖ It's very hard to change
- ❖ I don't have enough...
- ❖ Climate change is of all times
- ❖ The world is overcrowded
- ❖ It's too difficult to do good
- ❖ My ini-mini impact is irrelevant
- ❖ It's simply impossible





# BIAS

How do we expand our radius?

## INVENTORY YOUR BIAS

- Where coming from?
- Upbringing, political perspective?
- Culture, faith?

## EVALUATE YOUR SOURCES

- Source of scientific information?
- What read, listen, watch?
- Impact social media and misinformation?

## SPEAK OUT

- Evaluating your own bias
- Reflecting and double fact check your sources
- Share reflection with others



# Flip thinking

Dutch art to see the world differently

Transforming problems into opportunities

With this way of thinking you look at reality the way it is, and you focus on what you can do with it.

Use the crises or problem's energy to create something new.







## CREATING OPEN MIND

I believe in an open mind, but not so open that your brains fall out.

An open mind is always reachable and prerequisite to an open heart.



# Flip thinking<sup>(omdenken)</sup>

Dutch art to see the world differently



## CREATING OPEN MIND

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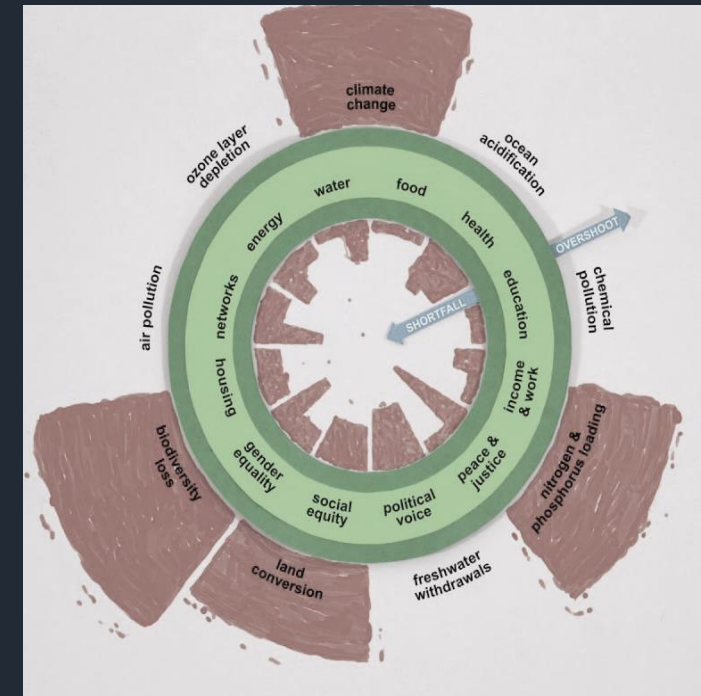
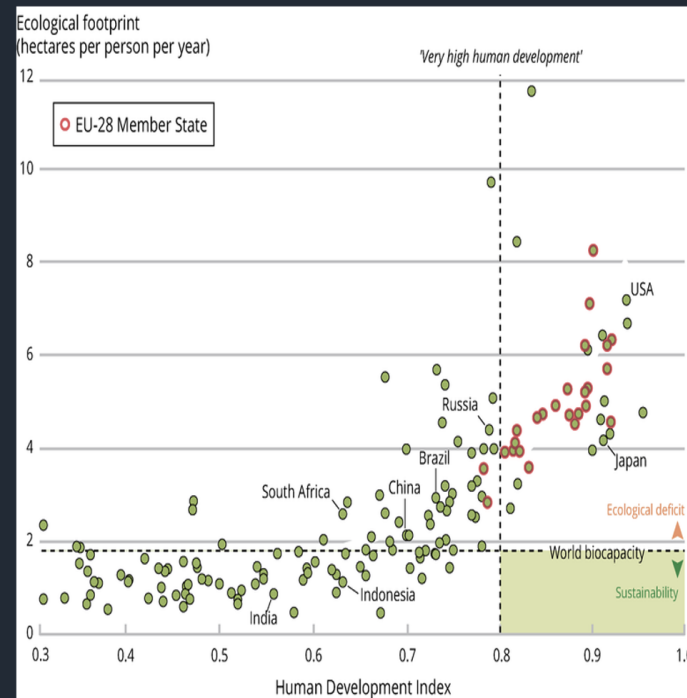
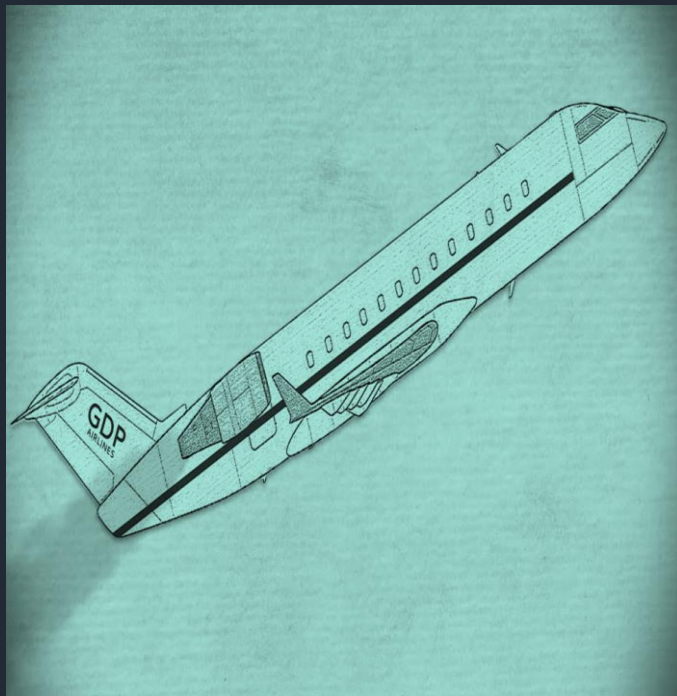
An open mind is always reachable and prerequisite to an open heart.

▲

# Flip thinking<sup>(omdenken)</sup>

Transforming lives with modernistic approach





# Be agnostic about growth

Donut economy



7) BE AGNOSTIC  
ABOUT GROWTH



1) CHANGE THE GOAL

**TED** A healthy economy should thrive...

-  2/7 Tell a New Story
-  3/7 Nurture Human Nature
-  4/7 Get Savvy with Systems
-  5/7 Design to Distribute
-  6/7 Create to Regenerate



# EMBRASE ELEPHANTS





# Continuous accumulation of chaos

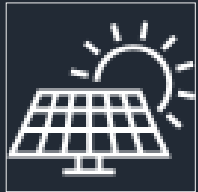
Crisis is the solution: will restore balance in every aspect





# EMBRACE CHAOS

10 inevitable transitions to restore balance



Technology as a Force for Good

Smarter is Good. Faster is Good. More Human is Great







# REFLECTION

IN YOUR DNA & GENES



ALL FOR

ONE PLANET

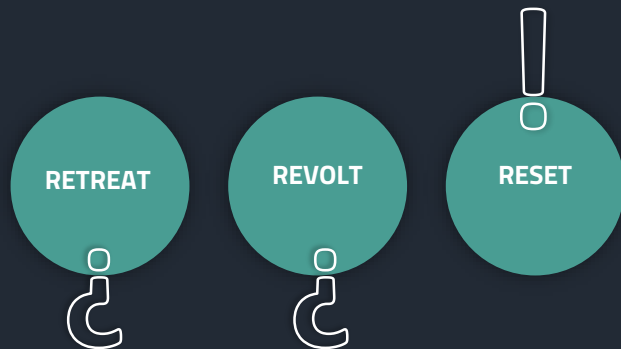
AND

ONE ECONOMY

FOR ALL

# Still flip thinking

It's time to reset



Economic system is broken (and dying)

The global health pandemic, economic crisis, and racial justice uprisings — as well as the accelerating climate emergency — have revealed a deeper, more fundamental problem:

*"Our current economic system rewards maximizing wealth over wellbeing and prioritizes individualism over inter-dependence..."*

**we** are the

**BIGGEST**

**PROBLEM**

and the only solution



And we think  
we have time  
enough



# Still flip thinking

separate difference happiness and pleasure

## CREATING OPEN MIND

I believe in an open mind, but not so open that your brains fall out.

An open mind is always reachable and prerequisite to an open heart.







# Most important transformation

How I think and act – debunk limiting beliefs



Personal transformation:  
inward expedition

Reconnect with Self:  
profound purpose



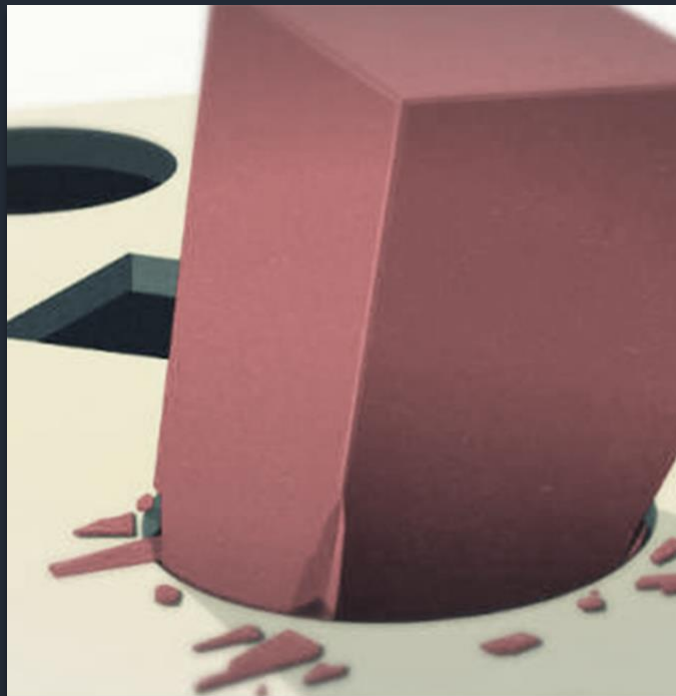
# Flip thinking

What is the profound purpose?



CHAMPION  
OF  
the  
WORLD





# GOLDEN TRIANGLE

What about you?



Exceed your Mediocracy

Unleash your Passion

Create Positive Impact





# Before we start...

A few remarks

# START





## Contact

Check availability & price

Request proposal

Questions?

Download presentation



Press

Newsletter

E-mail adress

RUUD.

Welk evenement heeft u bijgewoond? \*

Kies evenement

Naam \*

Naam

Organisatie \*

Organisatie

Functie \*

Functie

E-mailadres \*

E-mailadres

Algemene beoordeling \*

●●●●●

Beoordeling inhoud

1 2 3 4 5 6 7 8 9 10

Beoordeling spreker

1 2 3 4 5 6 7 8 9 10

Inhoudelijke reactie (min 25 woorden) \*

Inhoudelijke reactie (min 25 woorden)

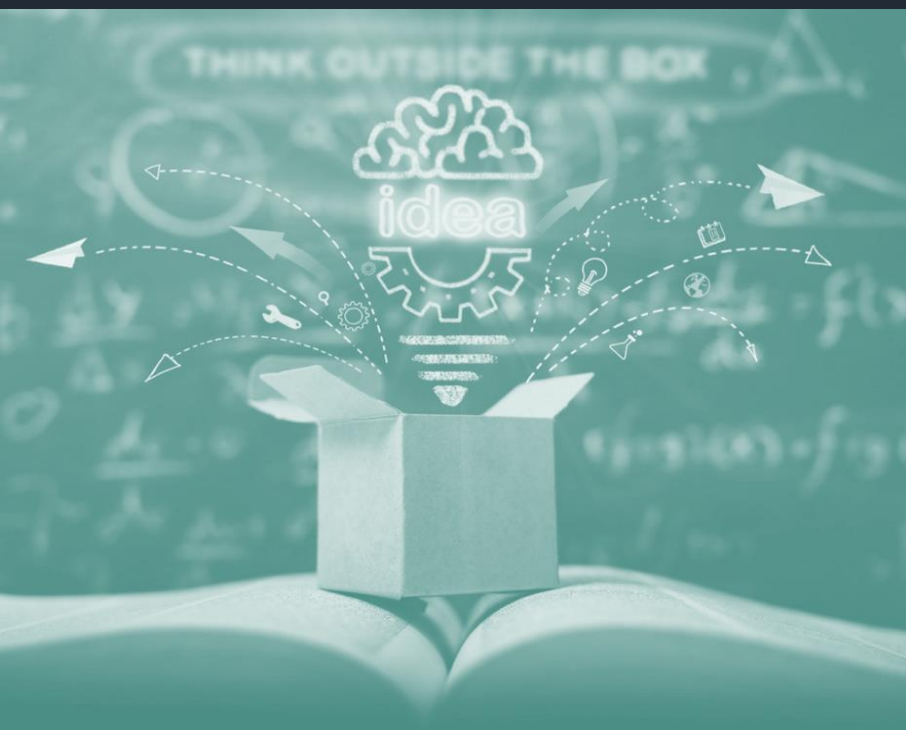
Zou je een lezing van Ruud Veltenaar aanbevelen? \*

☐ Ja

☐ Nee

## 2. Copy presentation

Before we start



REFLECT

&

DOWNLOAD

NE22





# 3. Links to sources

Before we start

## Full copy in PPT

"I wear the same outfit or, at least, a different copy of it almost every day"



## Reliable sources

"If you are a reliable, honest inspirator, sources will open up and trust you and share good information"



## Inspiring information

"Leadership is inspiring people.  
Management is keeping the trains running on time"





# 1. QUESTIONS

Before we start

*"There are years that ask questions  
and years that answer.*

*What do you think?"*







# REFLECTION42

Try being informed, instead of just opinionated

A teal-tinted image of an elephant and a giraffe standing on a hill, looking out over a cloudy sky. The elephant is on the left, and the giraffe is on the right, both facing away from the viewer.

## Our biggest challenges? Your biggest concerns?

.... 1

.... 2

.... 3

# Sense of Urge?

A few remarks

1.....

2.....

3.....

ipcc

INTERGOVERNMENTAL PANEL ON climate change

## Climate Change 2022 Mitigation of Climate Change



Working Group III contribution to the  
Sixth Assessment Report of the  
Intergovernmental Panel on Climate Change

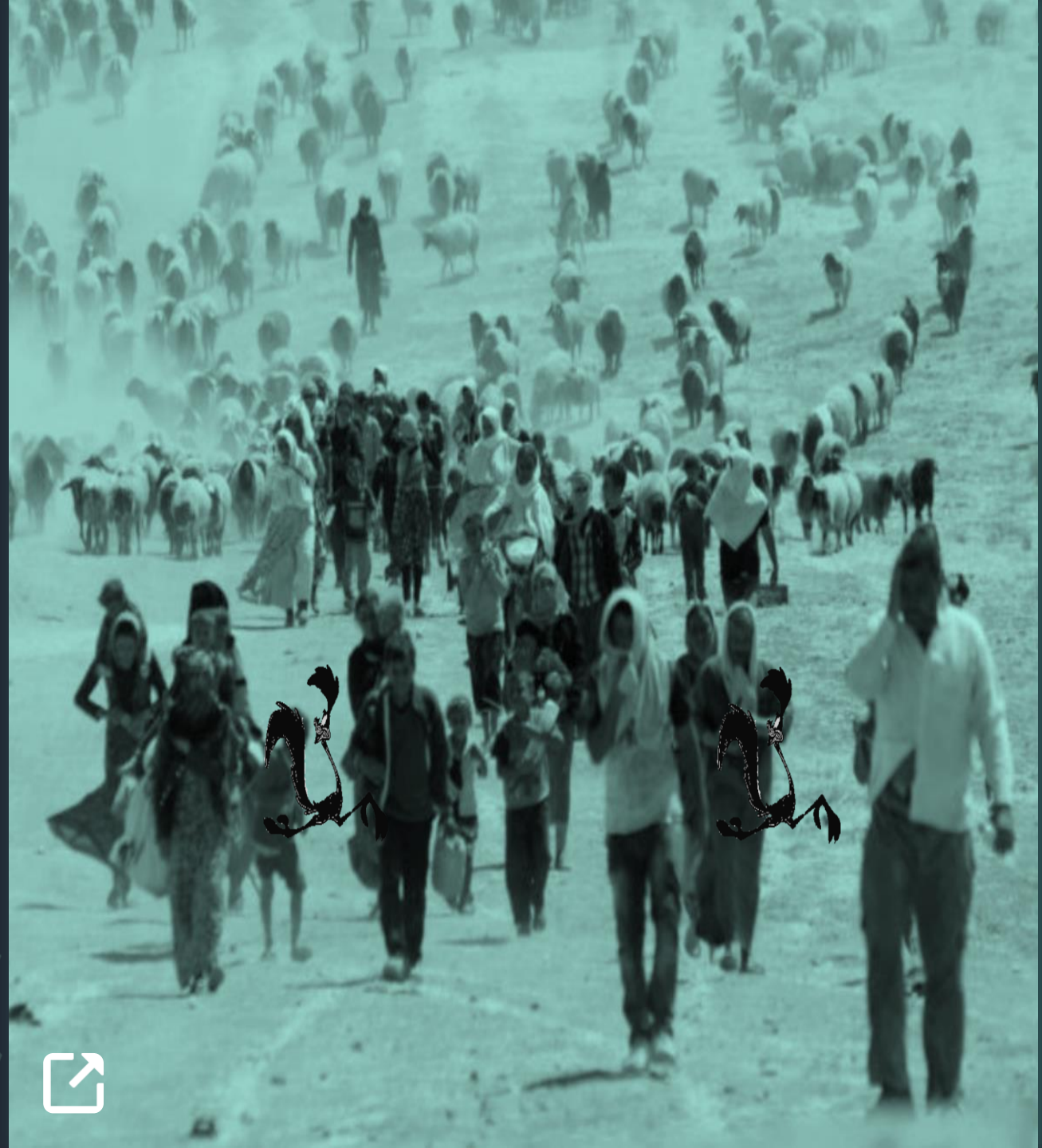






# Sense of Urge?

A few remarks







# RESILIENCE

Most eminent take-away





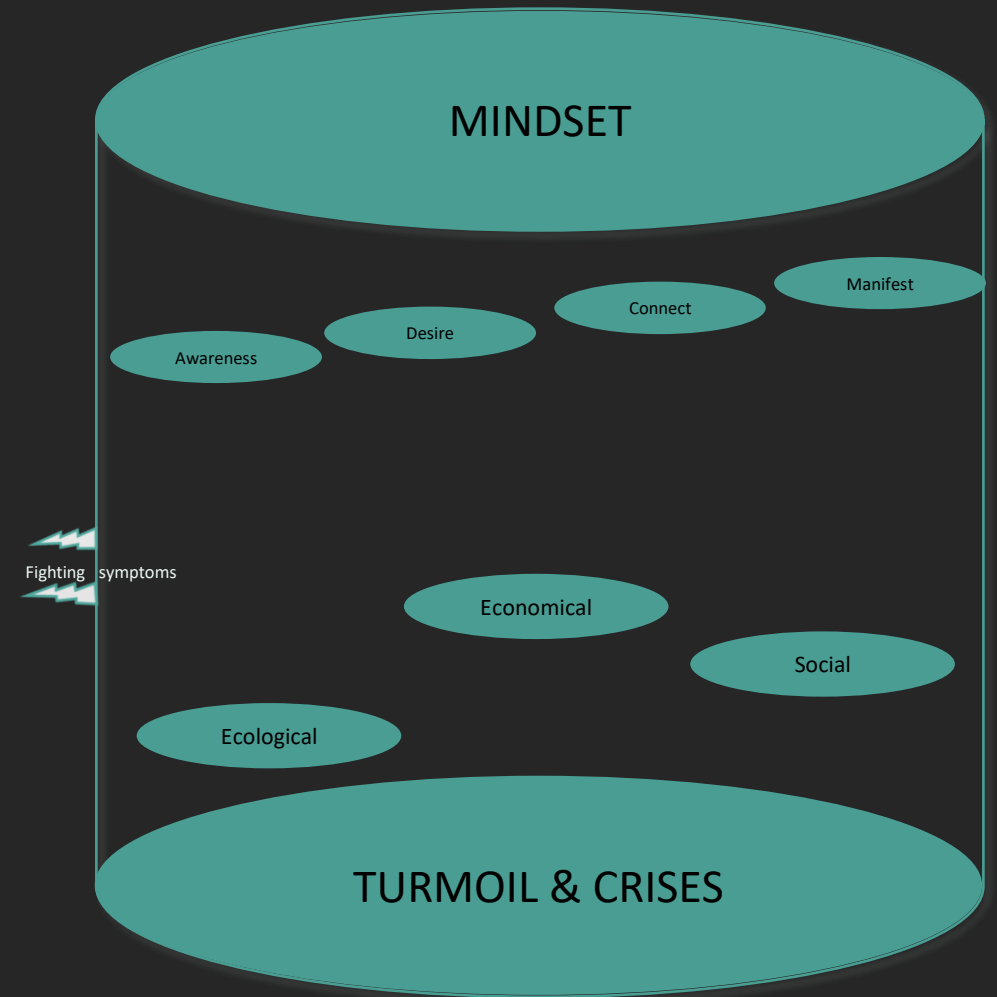
# COMPASSION

Most eminent take-away





## Model from 'Once Upon A Future'



# Hope or fantasy?

UTOPIA FOR REALISTS





# Doom or GLOOM?

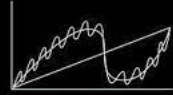
What's gonna be?



Nothing new

# THE ARCHETYPICAL BIG CYCLE

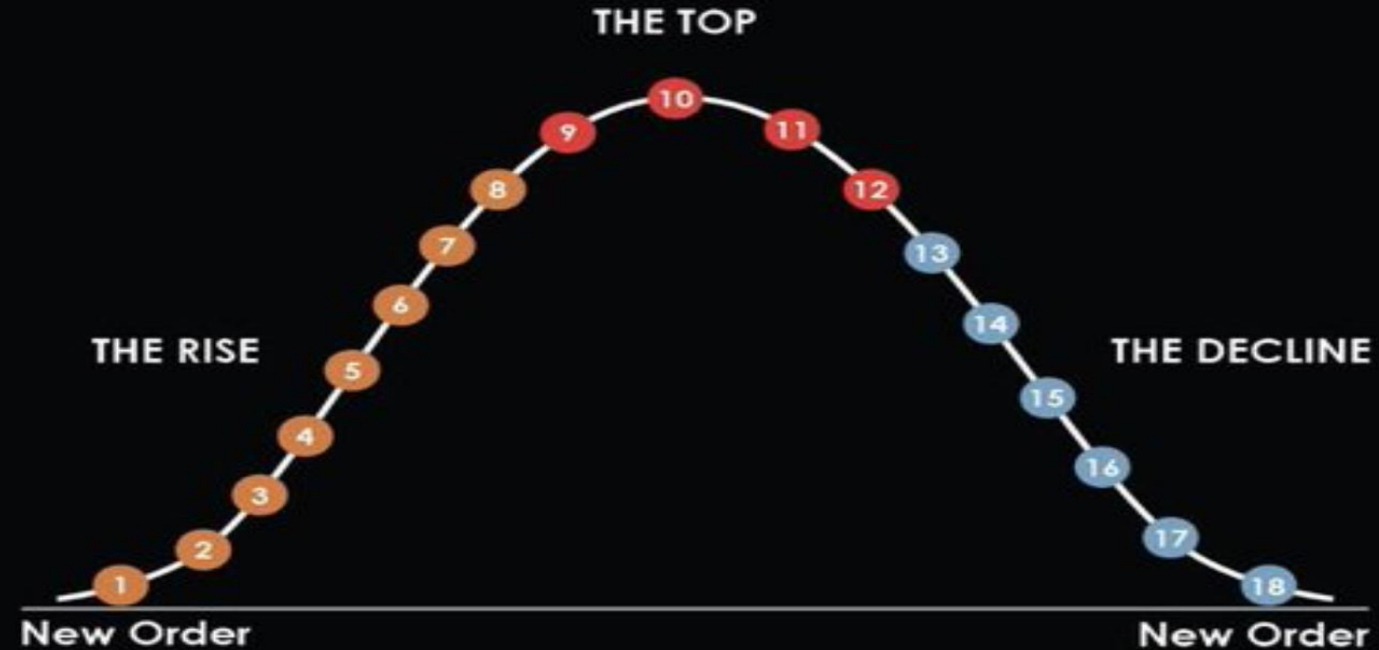
Principles for Dealing with  
THE CHANGING  
WORLD ORDER



Why Nations  
Succeed and Fail

RAY DALIO

AUTHOR OF THE INTERNATIONAL BEST-SELLING PRINCIPLES  
AND FOUNDER OF THE WORLD'S LARGEST HEDGE FUND



1 Strong Leadership

2 Inventiveness

3 Education

4 Strong culture

5 Good resource allocation

6 Good competitiveness

7 Strong income growth

8 Strong markets and financial centers

9 Less productive

10 Overextended

11 Losing competitiveness

12 Wealth gaps

13 Large debts

14 Printing money

15 Internal conflict

16 Loss of reserve currency

17 Weak leadership

18 Civil war / revolution

# Fight or flight instinct

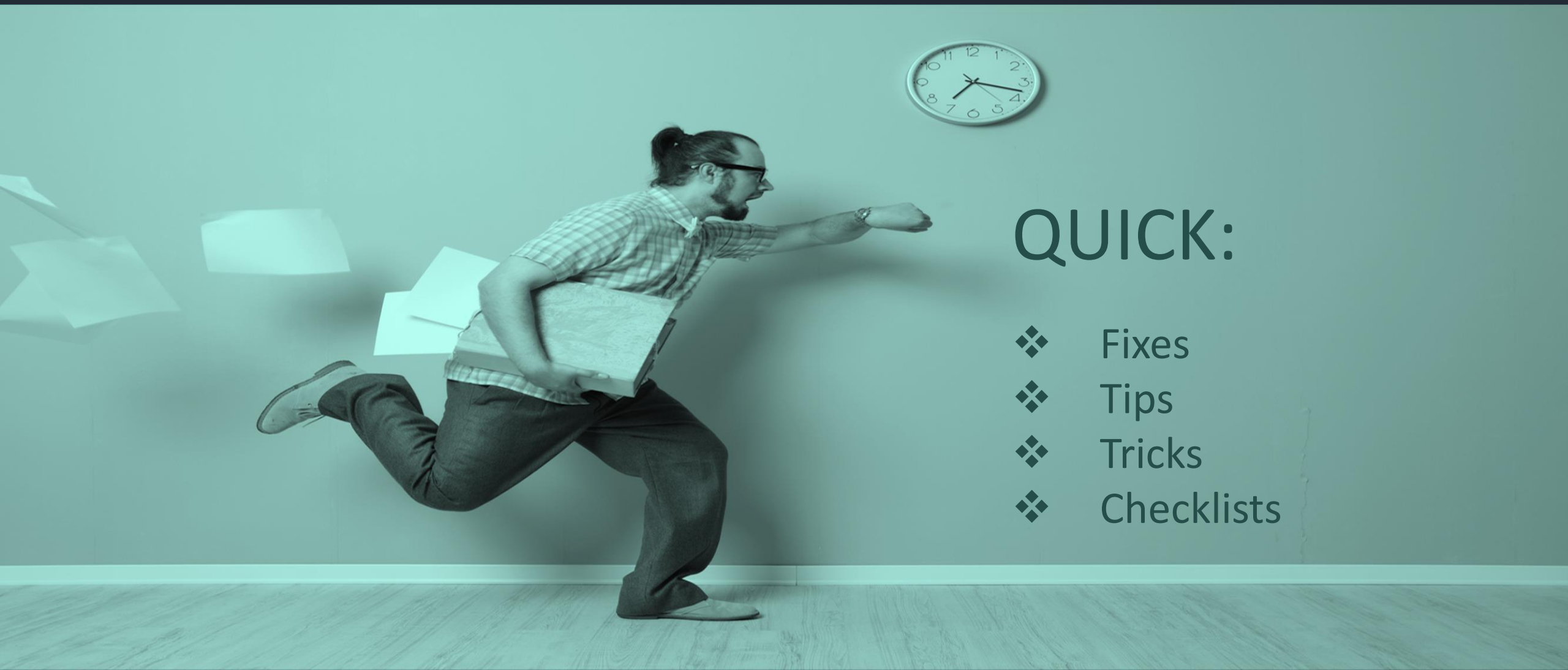
Justification shortism





# PROFIT WARNING

What can I do now and tomorrow?



## QUICK:

- ❖ Fixes
- ❖ Tips
- ❖ Tricks
- ❖ Checklists

Here we go...







# Change of Era?

From moment to MOVEMENT

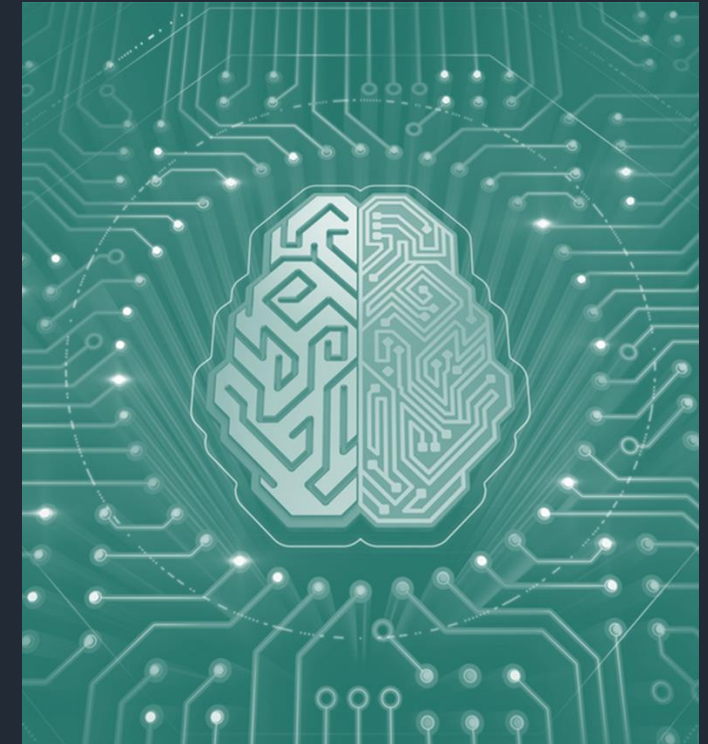


## REVOLT?

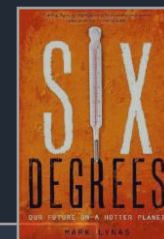
Our Economic system is broken.

## RESET?

This is our opportunity to reimagine and redesign what comes next





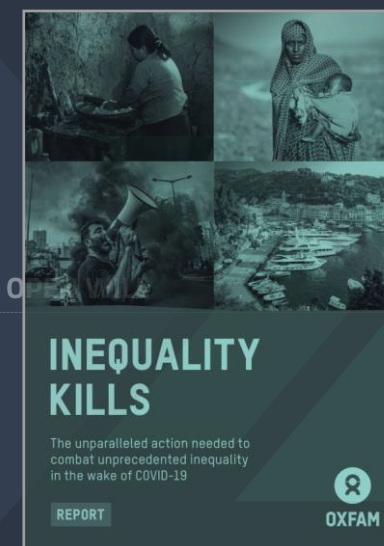


# Invitation to an open mind

OPEN MIND

OPEN HEART

O



1. AWARENESS

2. DESIRE

3. CONNECTING

4. EFFLORESCING

5. MANIFESTING

# End of era

If we don't tackle climate, everything else is academic

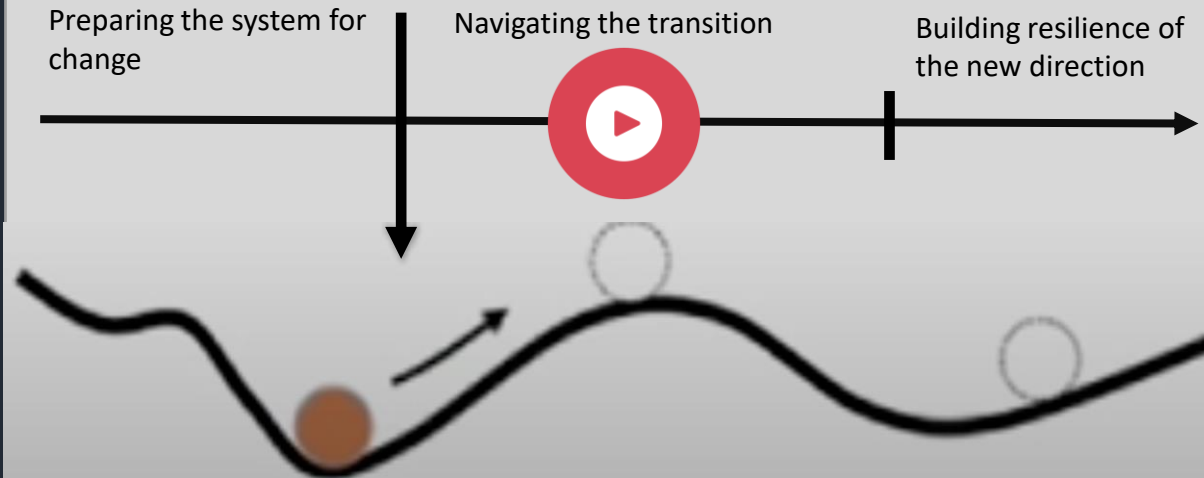


We are wandering about in this ominous era without knowing where we should be heading or what we are doing to the earth

The fact that "we do not know who humans have been, who they are and who they will be" makes us feel profoundly disorientated



## WINDOW OF OPPORTUNITY



## Stockholm Resilience Centre



Human growth has strained the Earth's resources, but our advances also give us the science to recognize this and change behaviour. Research has found nine "planetary boundaries" that can guide us in protecting our planet's many overlapping ecosystems.

# Planetary boundaries

Dynamics of people and the planet

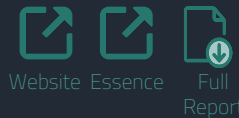






## EMERGING RISKS

Environmental risks dominate the Global Risks Report 2022 – for both the short and long term. Climate-change related risks also account for three of the top risks by severity in the next 10 years. The global risks horizon changes over the next two to 10 years, as the cascading impacts of the COVID-19 pandemic are felt. Less than 16% business leaders are optimistic or positive about the outlook for the world



# Global Risks – Report 2022

Risks in terms of likelihood and impact



# Global Risks – Report 2022

Top 10 risks in terms of likelihood and impact

## LIKELIHOOD

## IMPACT

2022

2021

2020

2019

2018

2017

2016

2015

2014

2013

2012

2011

2010

2009

2008

TOP



2020 2021

Economic

Environmental

Geopolitical

Societal

Technological

RESET



## Definition

Earth Overshoot Day marks the date when humanity's demand for ecological resources and services in a given year exceeds what Earth can regenerate in that year.



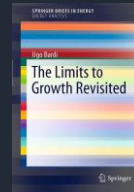
# Earth Overshoot Day

Where the only specie that attacked nature  
- and won.



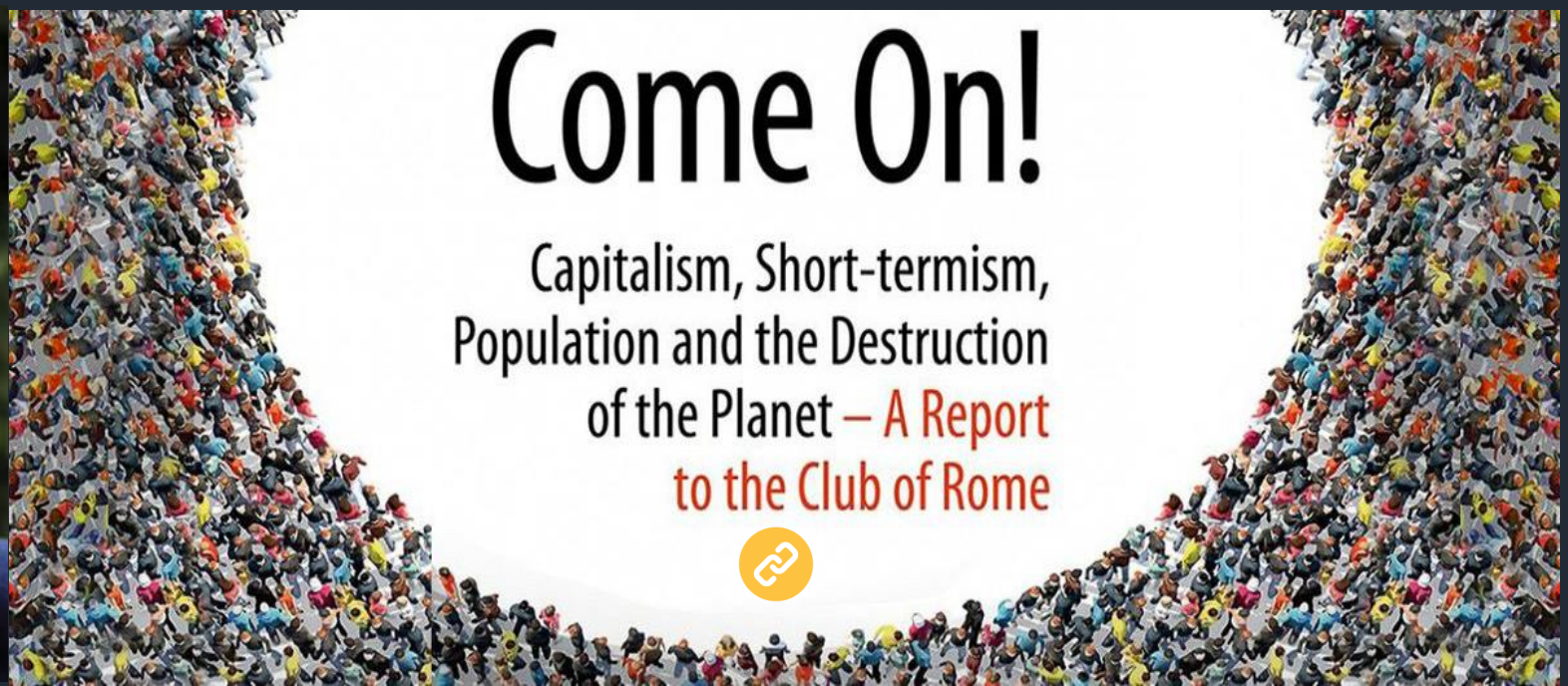
# Earth Overshoot Day

Where the only specie that attacked nature - and won



How can we presume that expansion works forever? How can we expect an economy to forever deliver more, without expanding the natural capital needed to fuel the economy accordingly? How come we commonly forget that income generation depends on resource availability?

What are the factors that may lead to the rejection of good science when the conclusions are unpleasant. We can not separate the reality that the future can never be predicted with certainty from the need to prepare for it





The background of the slide is split. The left side features a soft-focus image of a forest with many green leaves, creating a textured, organic pattern. The right side shows a close-up of several thick, twisted ropes in various colors (red, blue, green, orange, grey) that are tangled and crisscrossing, symbolizing complexity or interconnectedness.

# RECONNECT:

1. Nature

2. Each other

3. Self

A CONSERVATION INTERNATIONAL FILM



# Reconnect

In radical interdependency





# RECONNECT with NATURE

365 days – from home and at work





# RECONNECT WITH NATURE

CO-CREATION WITH NATURE



BELOW  
SURFACE

TINY  
FOREST

TUINY  
POOL

DETOX  
GARDENS

NATURE INCLUSIVE CONSTRUCTION





# Radical interdependency

Government – Companies – Societies

RETREAT?

REVOLT?

REDESIGN?

STOP POLARIZATION: *START NOW*

Working together in radical interdependency for the common good.

*The Importance of Everyone*

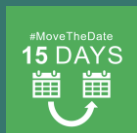
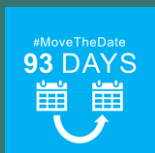




## Take a Step

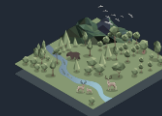
*To move the date*

[www.footprintcalculator.org](http://www.footprintcalculator.org)



# Move the date projects

Solutions to move the date



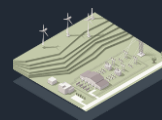
## PLANET

How we help nature thrive



## CITIES

How we design and manage cities



## ENERGY

How we power ourselves



## FOOD

How we produce, distribute and consume food



## Population

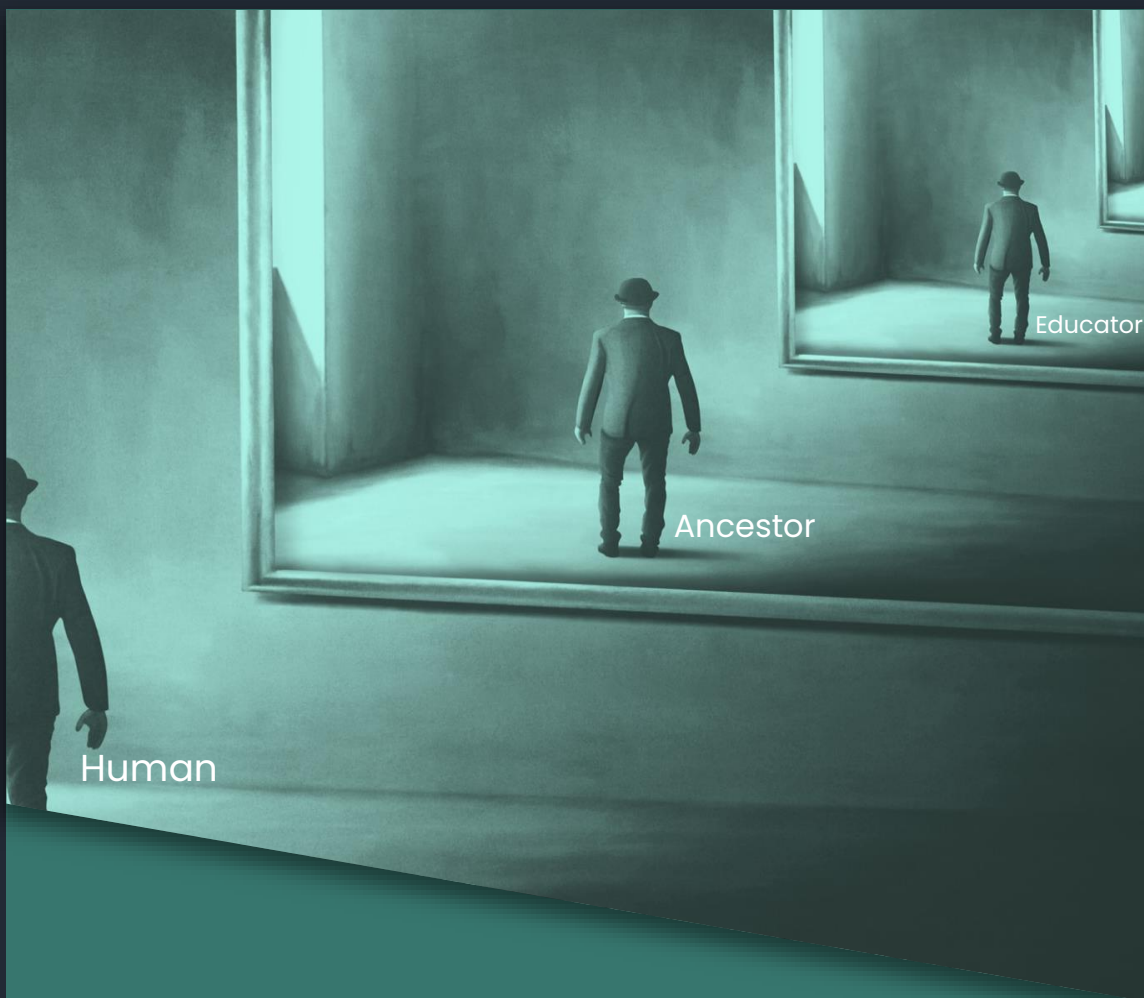
How many of us there are



[www.footprintcalculator.org](http://www.footprintcalculator.org)







# REFLECT

What about you (3x)?

- ❖ Rethink
- ❖ Reimagine
- ❖ Reset
- ❖ Regenerate
- ❖ Repeat



# WHAT ABOUT YOU?

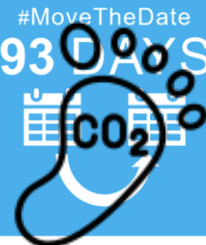


#MoveTheDate  
**11.5 DAYS**




If we reduce our Footprint from driving by 50% around the world and assume one-third of car miles are replaced by public transportation and the rest by biking and walking, Earth Overshoot Day would move back 11.5 days.

#MoveTheDate  
**93 DAYS**



Reducing the carbon component of humanity's Ecological Footprint by 50% would move Earth Overshoot Day by 93 days, or more than three months.

#MoveTheDate  
**15 DAYS**



If we reduced global meat consumption by 50% and replaced these calories through a vegetarian diet, we would move Overshoot Day 15 days (10 days are from **methane emissions**).



# WWF – footprint calculator

How big is your environmental footprint?



FOR  
YOUR  
WORLD

## HOW BIG IS YOUR ENVIRONMENTAL FOOTPRINT?

The planet is in crisis - from climate change to the pollution in our oceans and devastation of our forests. It's up to all of us to fix it. Take your first step with our environmental footprint calculator.

[COMPLETE YOUR QUESTIONNAIRE](#)

[Restart questionnaire](#)



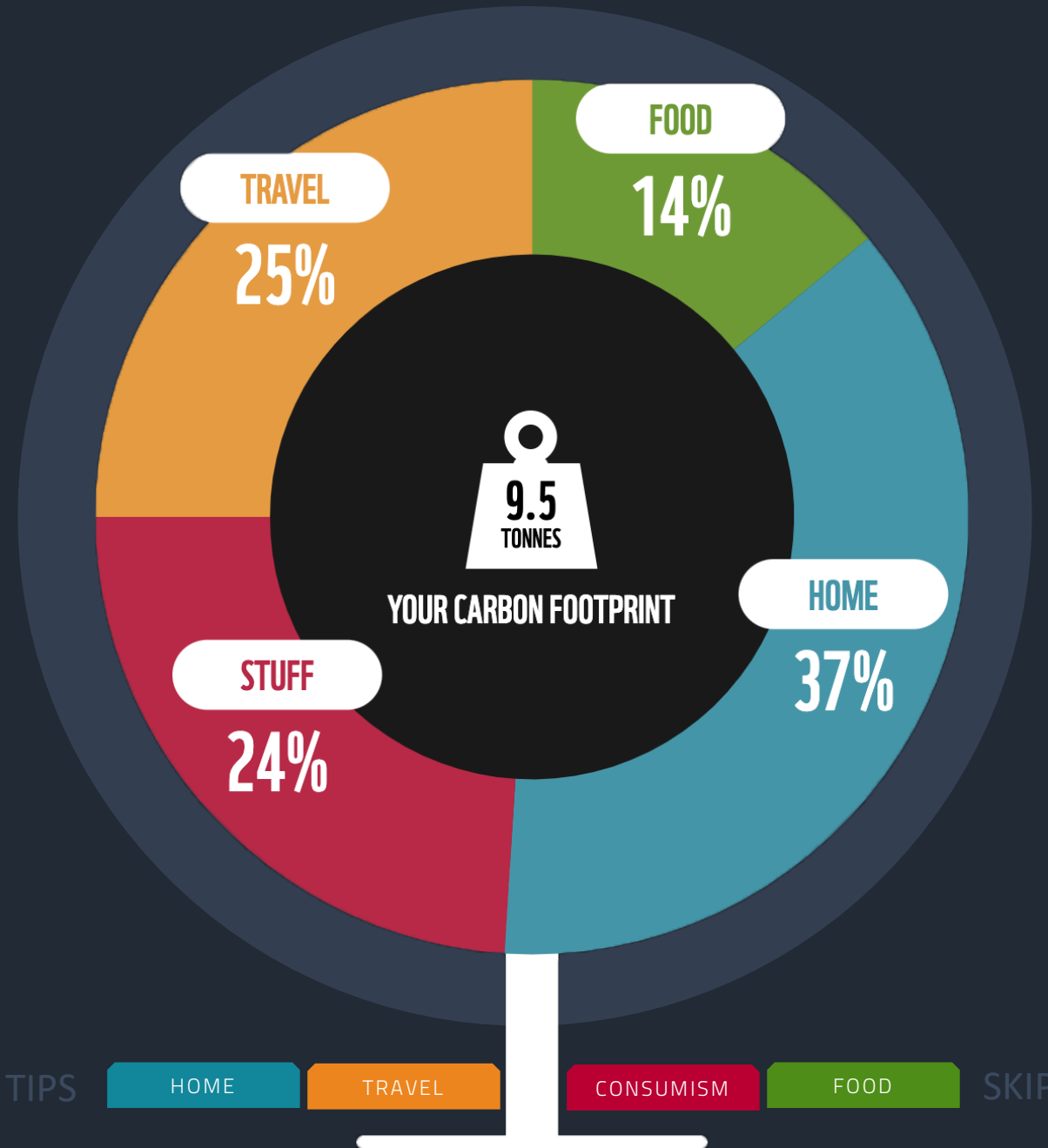
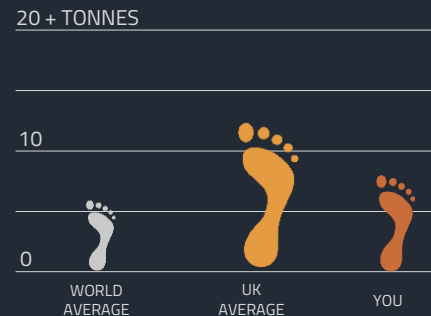


# Earth Overshoot Day

YOUR CARBON  
FOOTPRINT IS

90%

of your target impact on the world,  
when your footprint is compared to a  
linear reduction of the UK average to  
zero between 2020 and 2050



DETAILS & TIPS

HOME

TRAVEL

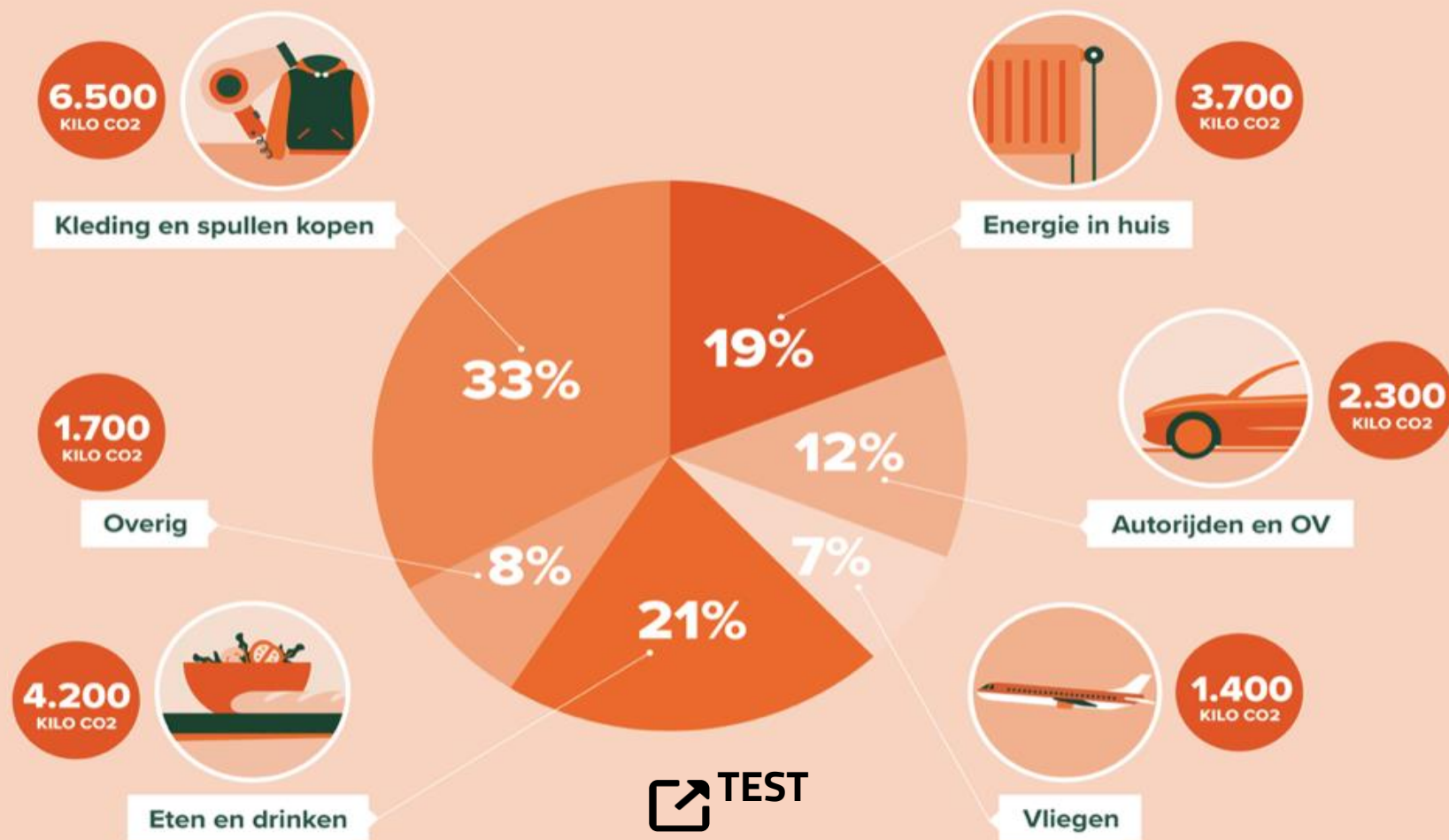
CONSUMISM

FOOD

SKIP

# CO<sub>2</sub> emission per household

In the Netherlands



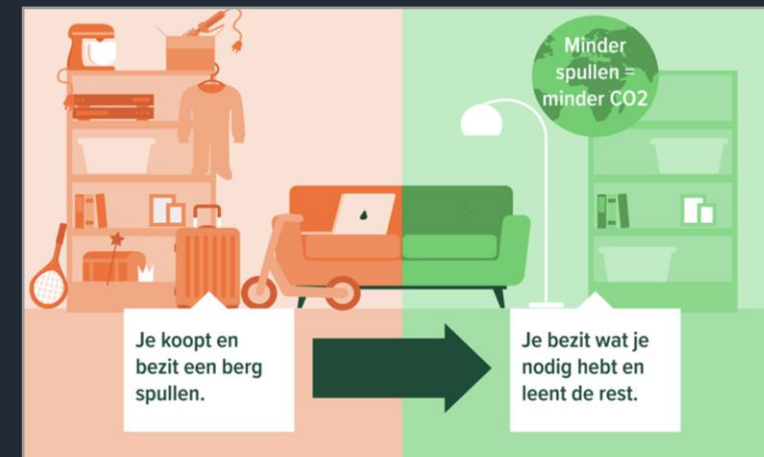
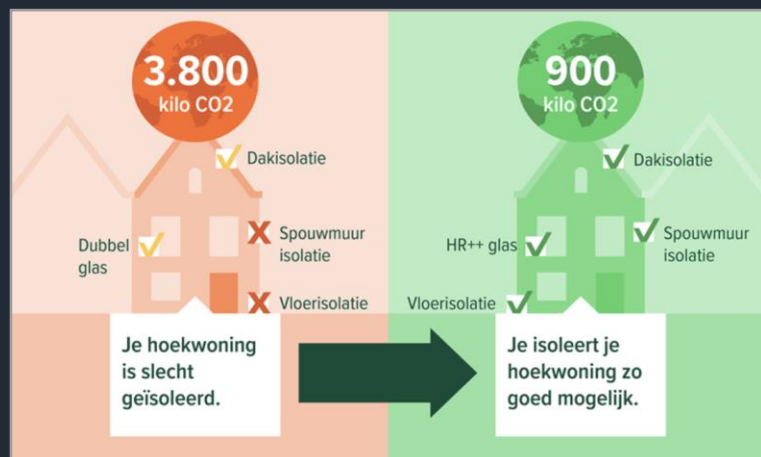
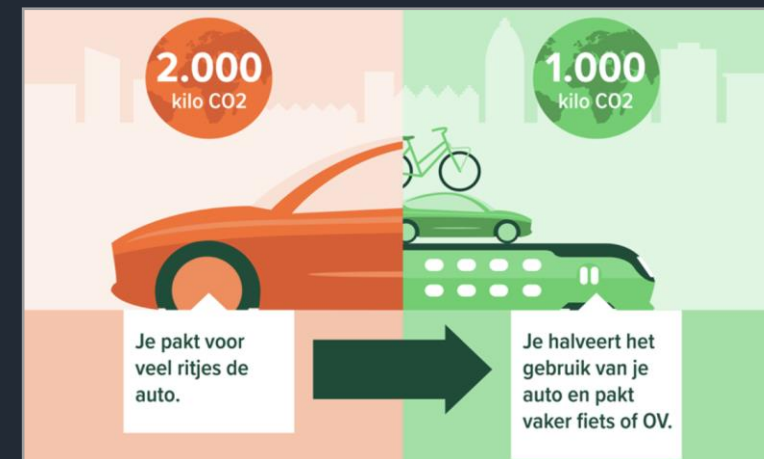
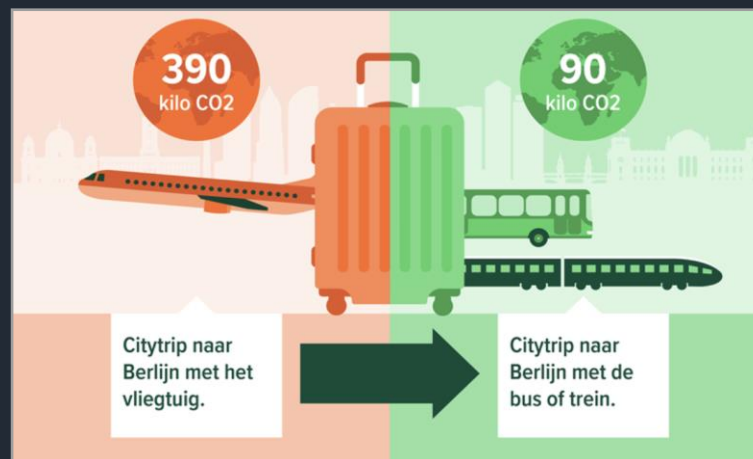
bron: milieu centraal

7,5 TON DIRECT | ENERGY – HOME – MOBILITY

12,5 TON INDIRECT | FOOD – STUFF – CLOTHING



# 6 KLIMAATKLAPPERS IN EIGEN HAND



# Move the date: minimize

Direct result, huge impact



# Profound purpose

Doing Good resulting in Doing Well

## Goal

Keeping production running (VWM 02)

Inspirations for a Life of  
Breakthroughs and Purpose



## REPUTATION



What is the impact?

## IMAGE

## Purpose





## The Paradox

The best way to maximise financial returns is not  
to make profits the primary goal

# Profound purpose

What's yours?



### Doing Well?

Business using people as a resource to make more money



### Doing Good?

People using business as a force for good - to create more value: social, ecological and financial



# WALK THE TALK

LIVE BY THE RULE







# IMPACT

Pay if you damage something







# STRONG DRIVERS

Enhanced risk management

Business will be exposed to growing pressure and demand for transformation:



Accumulating crisis (ecological and social)



Growing awareness in society & demand for transparency and system change



Severe competition from Net Positive businesses



Regulating governments and EU,  
and ecocide prosecuted

## NIEUWS

# Na Shell richt Milieudefensie haar pijlen nu op 29 grote Nederlandse CO<sub>2</sub>-uitstoters

De bazen van 29 grote Nederlandse bedrijven krijgen vandaag een brief in de bus van Milieudefensie waarin zij worden opgeroepen om binnen drie maanden een 'concreet en haalbaar' klimaatplan te presenteren. Net als bij de gewonnen klimaatzaak tegen Shell, wil de milieuorganisatie deze ondernemingen dwingen hun CO<sub>2</sub>-uitstoot in lijn te brengen met het klimaatakkoord van Parijs: 45 procent minder CO<sub>2</sub> in 2030.

**Bard van de Weijer** 13 januari 2022, 05:00



BEDRIJVEN DIE DONDERDAG EEN BRIEF ONTVANGEN VAN MILIEUDEFENSIE

ABN Amro

Stichting Pensioenfonds ABP

Aegon

Koninklijke Ahold Delhaize

Koninklijke BAM Groep

Atradius

Koninklijke Boskalis Westminster

BP Europa SE - BP Nederland

DSM

Dow Benelux

AkzoNobel

ExxonMobil Benelux

Koninklijke Friesland Campina

ING Groep

Koninklijke Luchtvaart Maatschappij

LyondellBasell Industries

NN Group

Stichting Pensioenfonds Zorg en Welzijn

Rabobank

Schiphol Nederland

Stellantis

Tata Steel Nederland

Unilever Nederland

Uniper Benelux

Vitol

Koninklijke Vopak

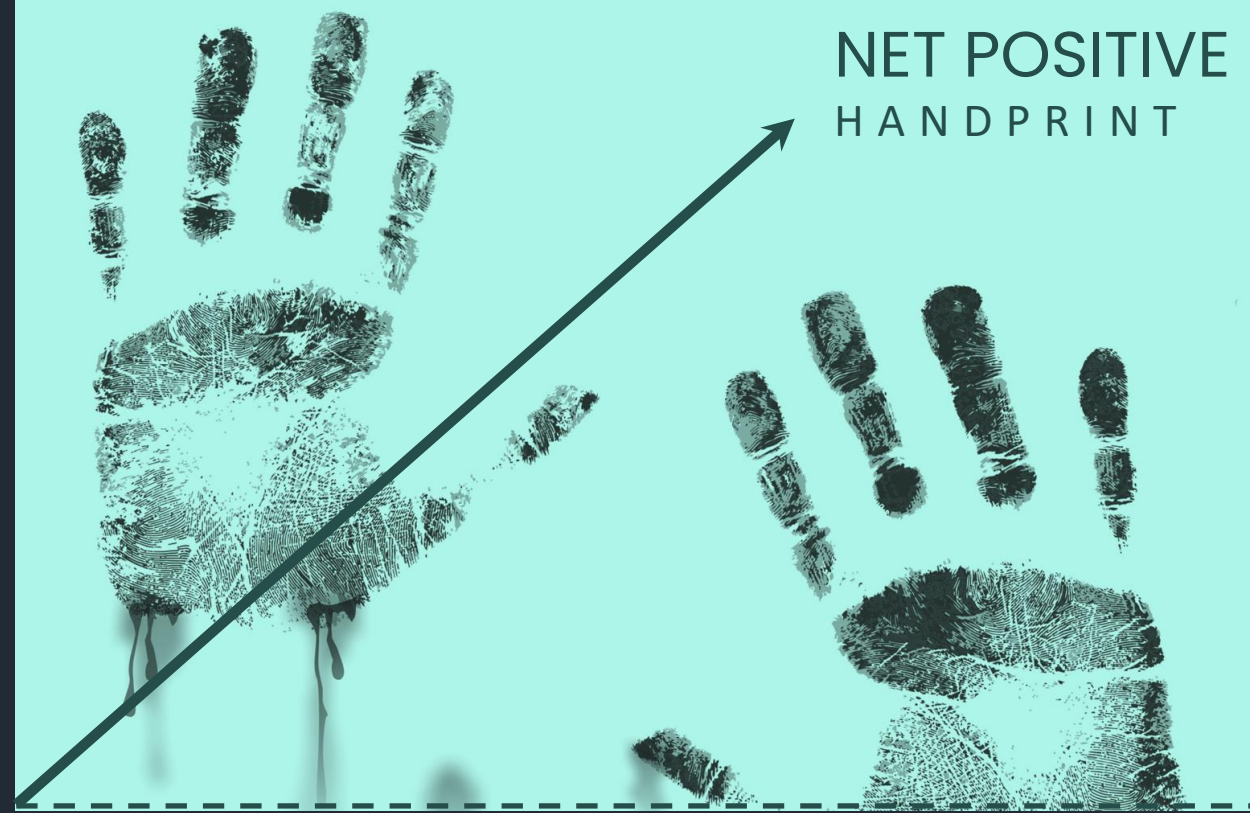
Yara Nederland

RWE

Vion Food Group



NET ZERO  
FOOTPRINT



NET POSITIVE  
HANDPRINT

0

## DFRNT MDL

What is the right track?



### 1. MORE GREEN

- ❖ Reduce collateral damage

### 2. MORE SUSTAINABLE

- ❖ Transition Net Zero

### 3. NET POSITIVE

- ❖ Creating better world, by creating value from value





# MEANING

Examples of NetPositive



AGRI-  
CULTURE &  
FOOD

SOCIAL  
MEDIA

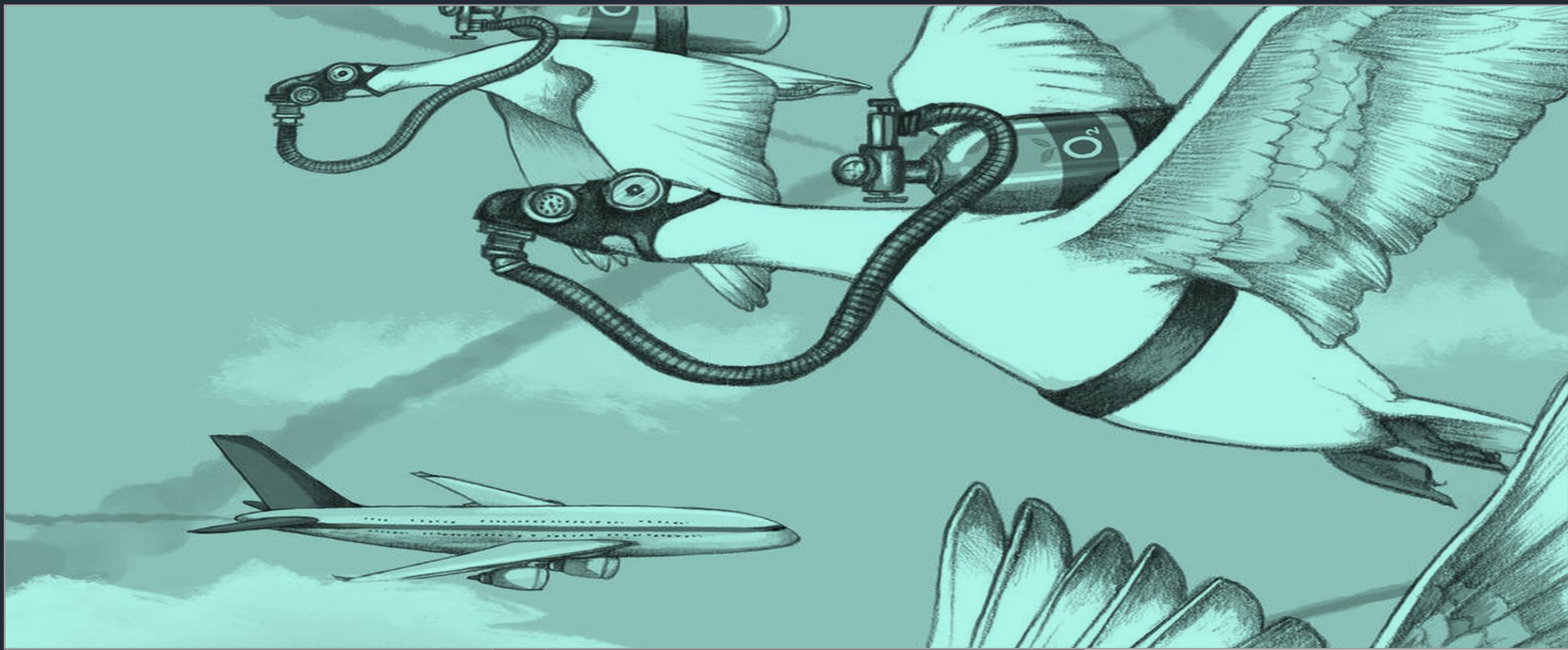
CONSUMER  
PRODUCTS

- ❖ Farmers embrace regenerative methods, make land more fertile, encourage biodiversity and avoid emissions
- ❖ Social media (and tech) firms help people find real truth and strengthen democratic process
- ❖ Suppliers consumer products and services increase well-being people and planet with everything action



*A business or company can't just rest and be a spectator when the system that gives it 'raison d'être' is in deep crises*

What about you?





# Just an example

Goodwings: make business trips Net Zero

Goodwings



## Welcome back Ruud

Location

Enter your destination ...

Check In  
24 May

Check Out  
25 May

Guests  
1 adult



Find a hotel near

**B for good leadership summit**

Conference, June 16 - 17

Auditorium Parco della Musica



Find a hotel near

**B for good leadership summit**

Dinner, June 16

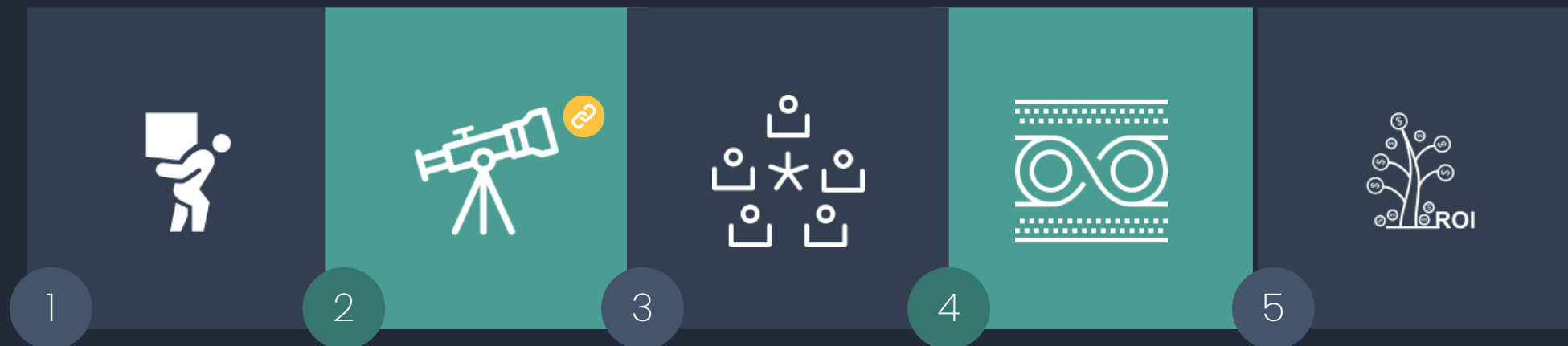
Palazzo Brancaccio





# CORE PRINCIPLES

Net Positive Organization



Saying “we’re responsible” and acting like it are wildly different things

Serving stakeholders before shareholders goes against fifty years of economic orthodoxy,  
the Milton Friedman view that the purpose of business is shareholder value



# UTOPIA for REALISTS

Discour of Net Positive organization



The Net Positive company will operate differently from what's normal  
today

It's about fixing the problems that cause negative impacts and going beyond to create  
positive value for others





# Good news

Tailwinds and great accelerators



How BlackRock  
Made ESG the  
Hottest Ticket  
On Wall Street



A HARVARD BUSINESS REVIEW ANALYTIC SERVICES REPORT



## THE BUSINESS CASE FOR PURPOSE



The 100  
Of Just Capital



## More profit









Result of Net Positive

1. Multistakeholder model creates in many ways value
2. Results for Good might take more time
3. But expedition delivers cost savings, smaller risks, more innovation, great reputation, attractive for employees with great loyalty
4. Research Gallup: 17% more productivity, 20% increase in sales and 21% more profitability
5. Just 100: ranking 1.000 public companies and top hundred pays employees 18% more salary, use 123% more green energy, have adopted diversity goals six times more often and deliver 7.2% more return on investment capital
6. In 2020, 81% sustainable (ESG) indices performed better than the norm (and over last 4 years 8% to 243% better)
7. Why not follow Larry Fink, CEO of BlackRock?



## More reasons

Result of Net Positive

1. Top leaders and entrepreneurs all over the globe rethink the meaning of business 
2. We have strong structures to lead us   
3. Profit for the World  
4. Cost of doing nothing are higher than the coast of acting 
5. Exponential technologies are here to help
6. Young people want to see change 

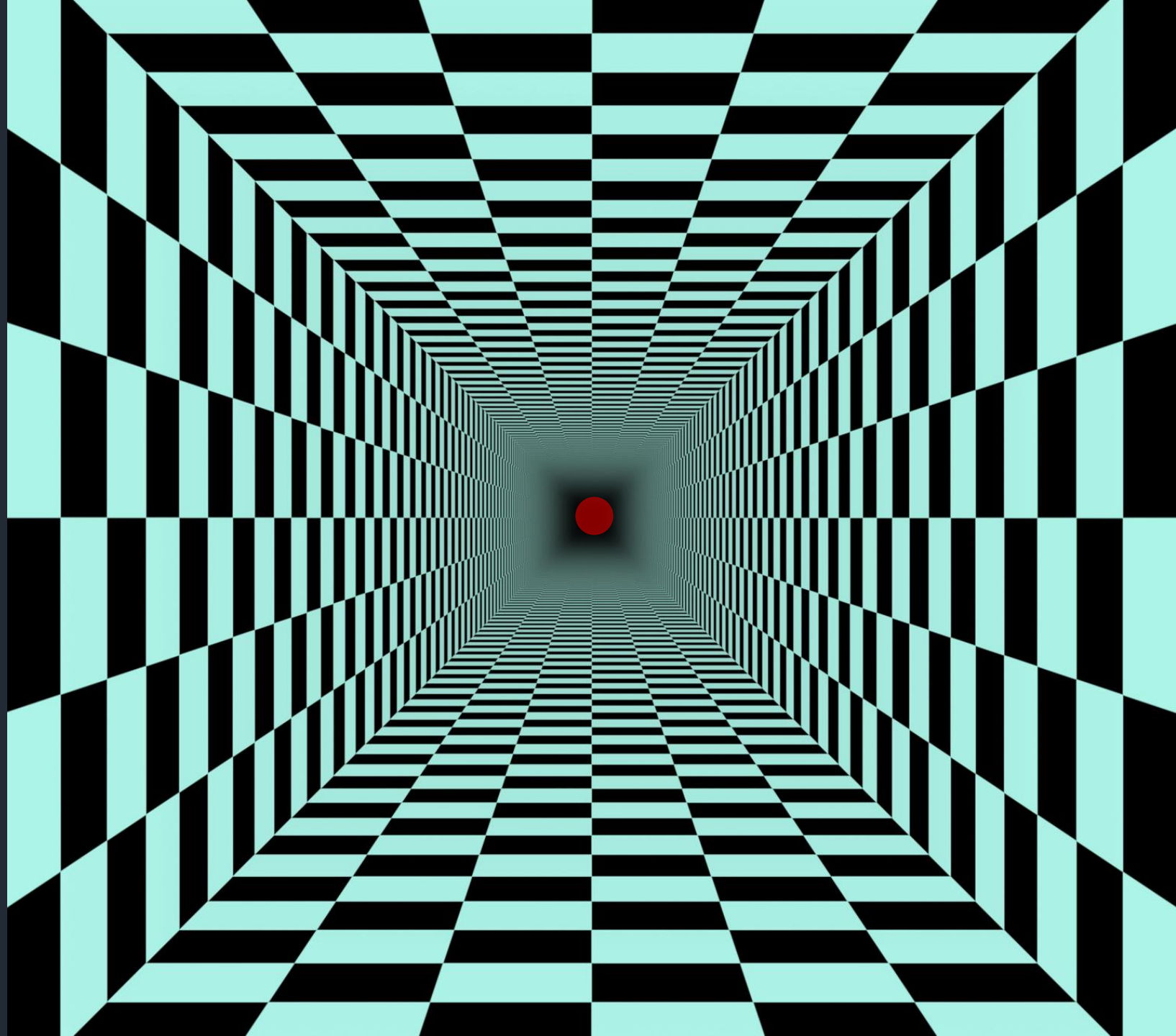




# THINK BIG

Act Small

- ❖ First FEELING: is to big, to perfect and idealistic?
- ❖ Continuous practical trade-offs of multiple needs
- ❖ Impossible advance on all fronts at once
- ❖ Balancing multiple needs, holistic moves in right direction
- ❖ Huge challenge, expedition and complicated dance
- ❖ Impossible achieve in one step
- ❖ Goal: improve daily; be better than yesterday



# Critical traits Net Positive Leader

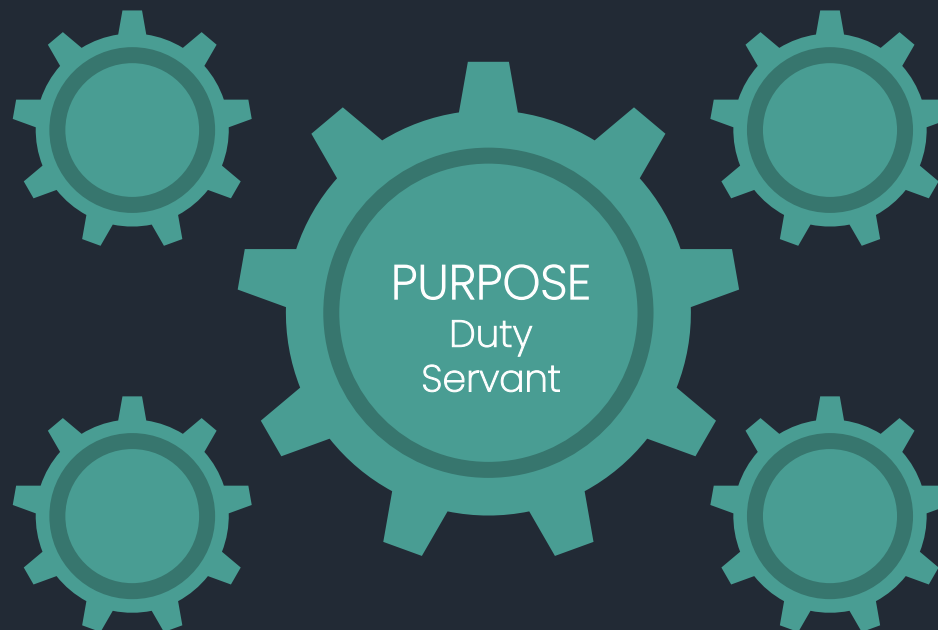
Is that you?

## Moral inspirer

Lead from purpose by example and create leaders

## Bridge builder

Seeking transformative partnerships



## EMPATHY

High level of compassion, humility, and humanity

## COURAGE

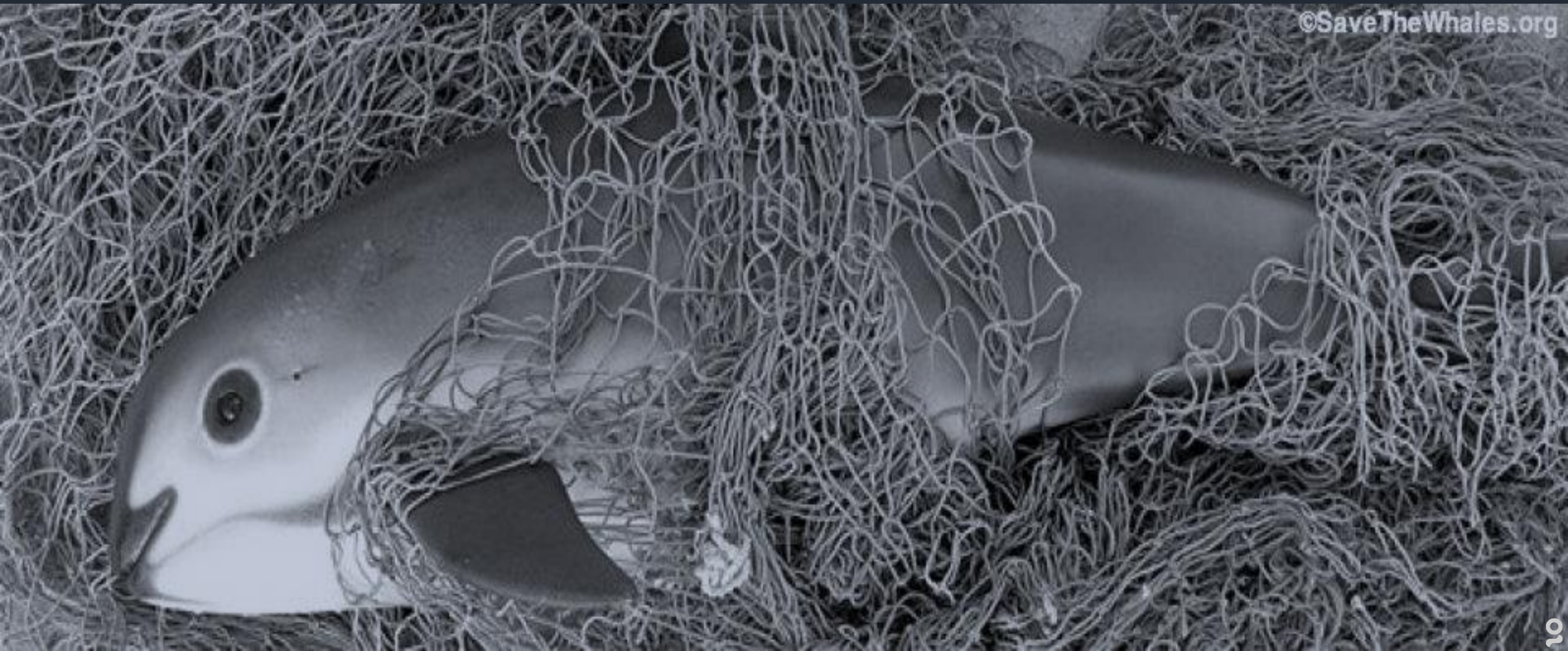
Tons and tons and more tons of bravery



# ENGAGEMENT

How much do you care?

©SaveTheWhales.org







# COURAGE

Break through borders and debunk myths





▲

$$1 + 1 = 11$$

Net Positive Partnerships

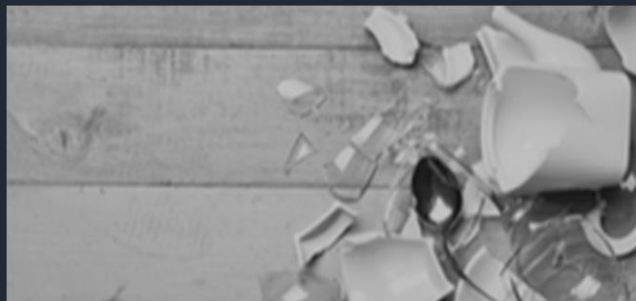


# Embrace elephants

issues no one talks about



DOMINANT STAKEHOLDER



ATTITUDE TAX & DAMAGES



ECOLOGICAL CRISIS



SOCIAL CRISIS

- ❖ Rewarding wrong share-holders
- ❖ Unprepared boards
- ❖ Shortism – goals more important than purpose
- ❖ Power and role lobbyists
- ❖ Inequality and inevitable great reallocation

*IS WORLD BETTER OFF WITH OR WITHOUT US?*



# B THE CHANGE

B corps meet the highest standards of social and environmental impact





# Factory as a forest

Reimagining Facilities as Ecosystems





# Interface

Purpose lead leadership

- ❖ Profound purpose – Doing Good resulting in Doing Well
- ❖ Define and center non-negotiable values in the heart of your business
- ❖ Transparent reporting to all stake-holders; socially, ecologically and financially

□ □ □

*It seems impossible,  
until it is done*



# THE TECHNOLOGY OF US



8 principles

GETTING TO THE HEART OF HUMANITY  
IN A TECHNOLOGY-DRIVEN WORLD

# Cure for all?

Technology will NOT solve the fundamental crisis



# 6 D's of EXPONENTIAL TECHNOLOGIES

Drivers of transformation



Old structures and models:  
organisations, companies and  
governments can not match the  
**speed of change**





# Technology for Good

Adding true value for a Better World



# Technology for Good

Adding true value for a Better World





# Technology for Good

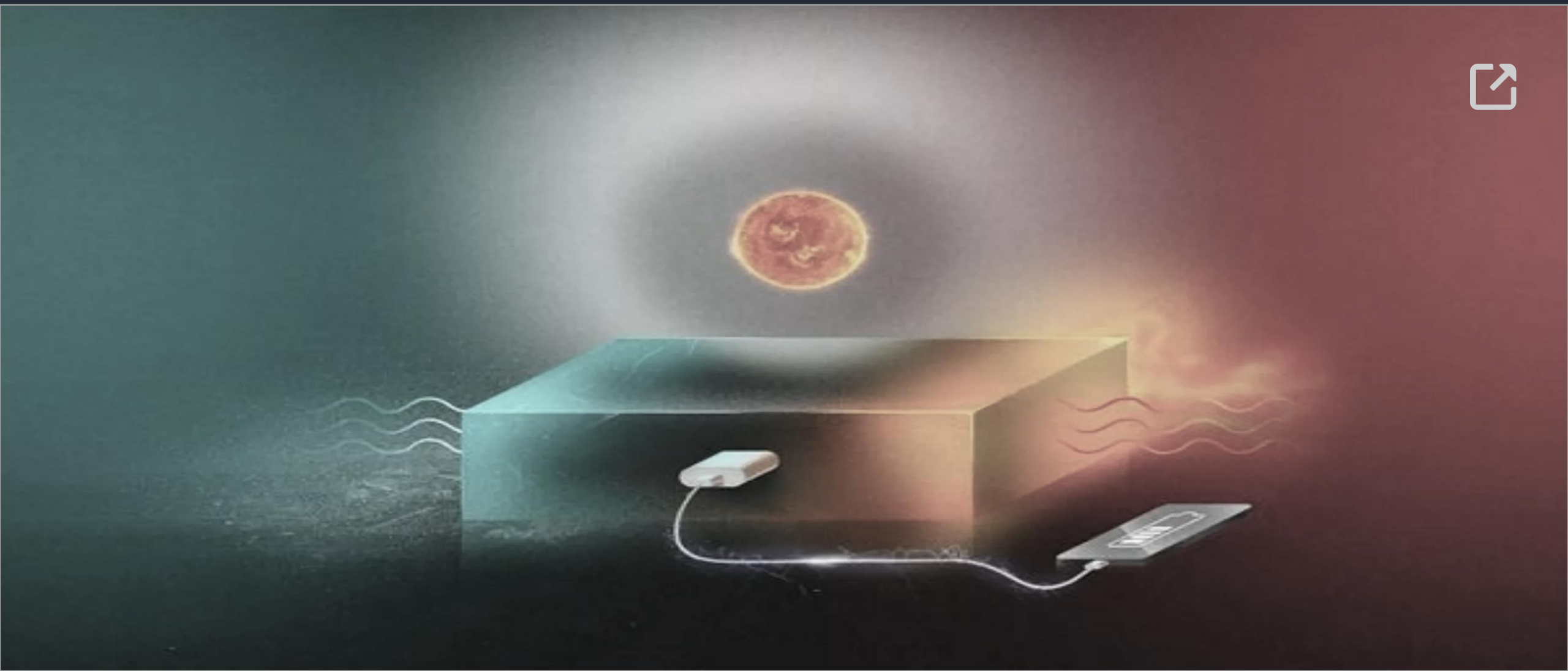
Adding true value for a Better World





# Technology for Good

Adding true value for a Better World



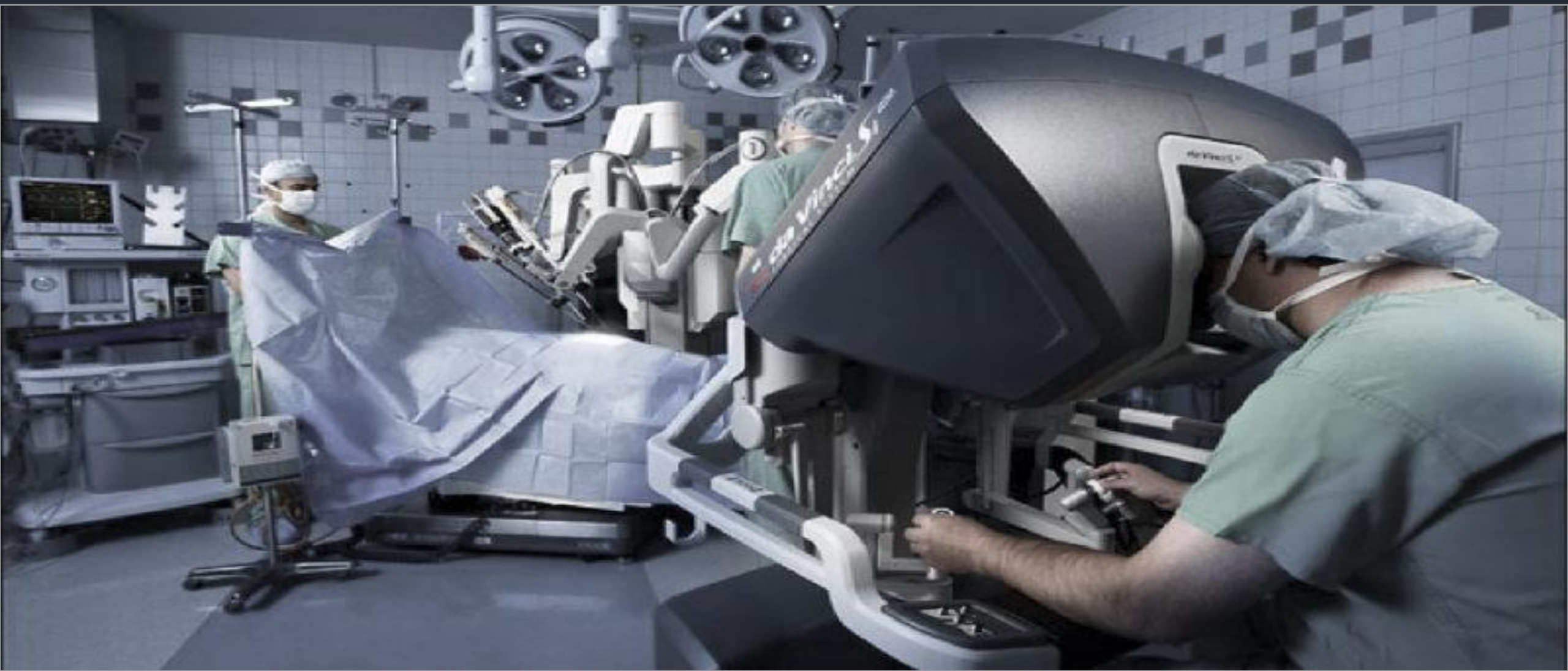
# Technology for Good

Adding true value for a Better World



# Technology for Good

Adding true value for a Better World





# Technology for Good

Adding true value for a Better World



KEY GIVE AWAY  
STAY HUMAN



**GO DIGITAL**  
**SMARTER & FASTER**  
IS **GOOD,**  
BUT  
**MORE**  
**HUMAN** IS  
**GREAT**

# Reflections and take-away's

What's in it for US (including ME)





## Principle 01



# End of an era

paradigm  
shift

## Mega unravelling

We live in a time of social, economic and ecological unravelling

evidable  
signs


## Something is dying & ending

All around us are signs that our whole way of living, consuming and producing is already passing into history

live  
with it

## Something new is being born

We will face this reality, honestly and learn how to live with it



*"We must unhumanise our views a little,  
And become confident  
As the rock and ocean  
That we are made from"*

# End as new beginning

## Principle 08

Old

Status  
Quo

New

### 1. The end is not the end

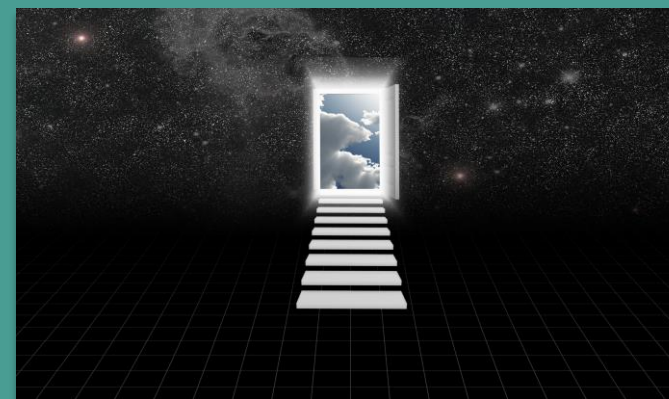
The end of the world as we know it is not the end of the world full stop. It just means the end of life as we led and lived it

### 2. Accumulate new hope

Together we will find and accumulate new hope

### 3. Next phase in our civilization

The paths that lead to the unknown world that lies ahead and that will take us to the next phase in our civilization





## Principle 02



# We are the solution

We reject our limiting beliefs that the converging crisis of our time can be reduced to a series of symptoms that can be resolved with exponential technologies, eco-modernism, party ideologies & politics and/or government regulations.

The solution lies in a different way of connecting; with nature, with others and with ourselves



## Principle 03

# Debunking myths



## Roots of crises

It is important to realize that the roots of our fundamental crises lie in the stories we have told ourselves



## Reflection

These stories and beliefs that underlie our civilization need to be challenged and rethought



## Great risk

These myths pose a great risk because we have forgotten that they are myths



## FORGOTTEN MYTHS

1. unbridled progress and economic growth

2. man's central place in the universe

3. our separation from "nature" and each other



## Principle 04

# Weaving reality

### Inspirational stories & people

People believe in stories and stories inspire people

### More than thrills

But these should be more than just thrills and entertainment

### Reality through narratives

We weave reality through narratives, provided they are based on truthfulness and demonstrable, irrefutable facts

## Principle 05



# Profound purpose

1. Humans are not the center of the universe, nor the purpose of the planet
2. However, we are radically dependent on Mother Earth and her ecosystems
3. So the true art for humanity begins with the attempt to step outside of belief and the human bubble
4. Through careful attention, we can reconnect with the whole world with wisdom. Which is much bigger and more important than our human world
5. Only then can we connect with the essential, the intention and the emerging future





## Principle 06



# Celebrating impact<sup>success</sup>



## Life & art story telling

We celebrate the life and art of storytelling and transmission in a true and wise way



## Here and now

Based on the right sense of time and place. In the common, public interest.



## Turn our backs from misleading

For too long our world has been dominated by messengers from the cosmopolitan citadels, who have an interest in the status quo



# Reflections and take-away's

What's in it for US (including ME)





# IMPROVE YOURSELF

Start with the world



# FEAR





# Eminent skill: patience

Transformation takes more than one generation



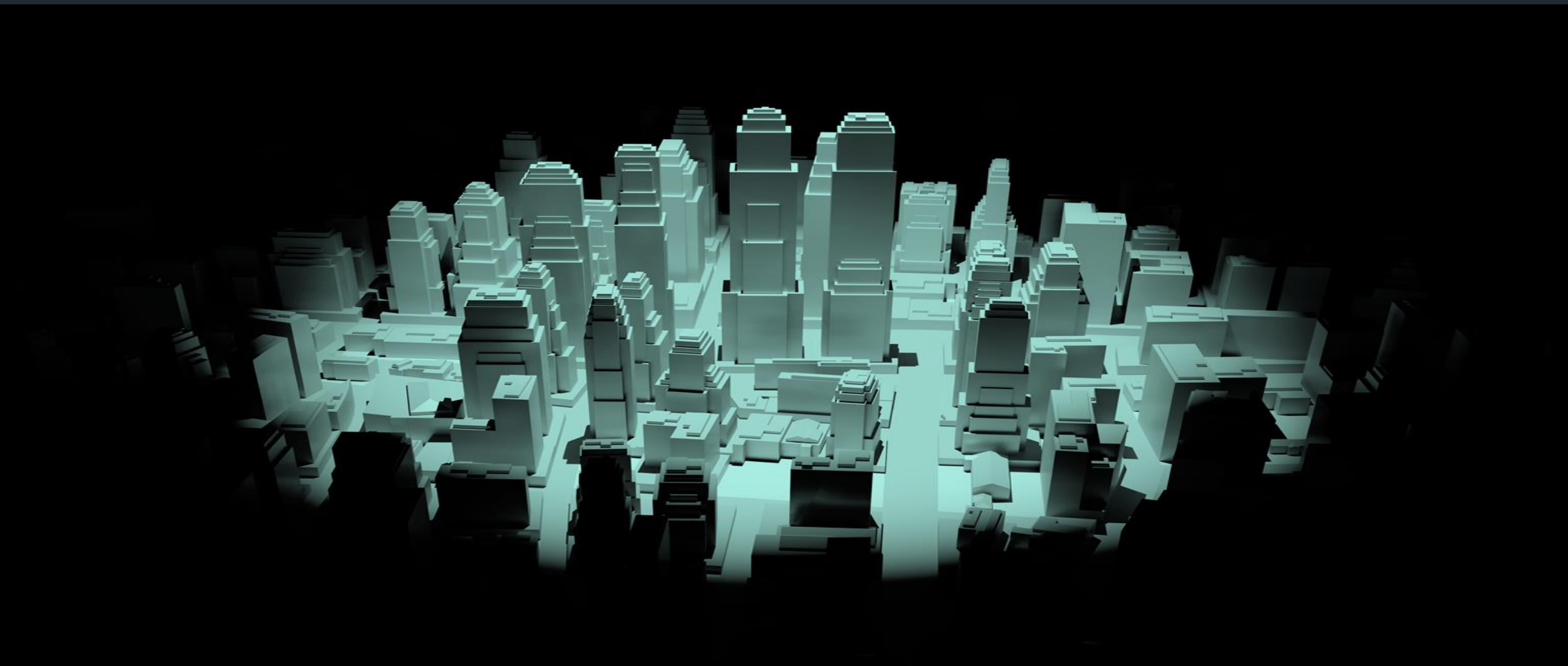
PATIENCE





# Utopia for Realists

Huge long term ambition, act very small daily





# Create transformers

Shape businesses and societies rather than follow it



## Open Mind

Understanding major challenges and sense of urge



## Open Heart

Visualization of Utopia for Realist and longing for a better world



## Open Will

Intrinsic motivation to contribute to a better world



## Reconnected

Reconnected with nature, with each other and with self







# IMPROVE YOURSELF

Start with the world

FORGET CRISES!

focus at:

GOOD  
PEOPLE  
DOING  
GOOD.org

# Leadership

Effective & inspirational leaders

## NET POSITIVE LEADERS

- Good human beings
- Walk the talk
- At ease themselves
- Tons of integrity
- Putting other interests first
- Self knowledge (Why)

## SWEET SPOT

- *Do what you're good at*
- *Unleash your passion (ambitions)*
- *What the world & people needs*



## TRANSFORMATIVE LEADERS

- Adaptability
- Resilience
- Courage
- Independent

## EFFECTIVE LEADERS

- Self discipline
- High standards
- Strategic thinking
- Intelligence (wisdom)
- Curiosity
- Drive to understand key drivers business





ETHICAL COMPASS FOR HUMANITY  
AND ORGANIZATIONS



# 17 SDGs

What makes the SDGs unique?

## ECONOMY

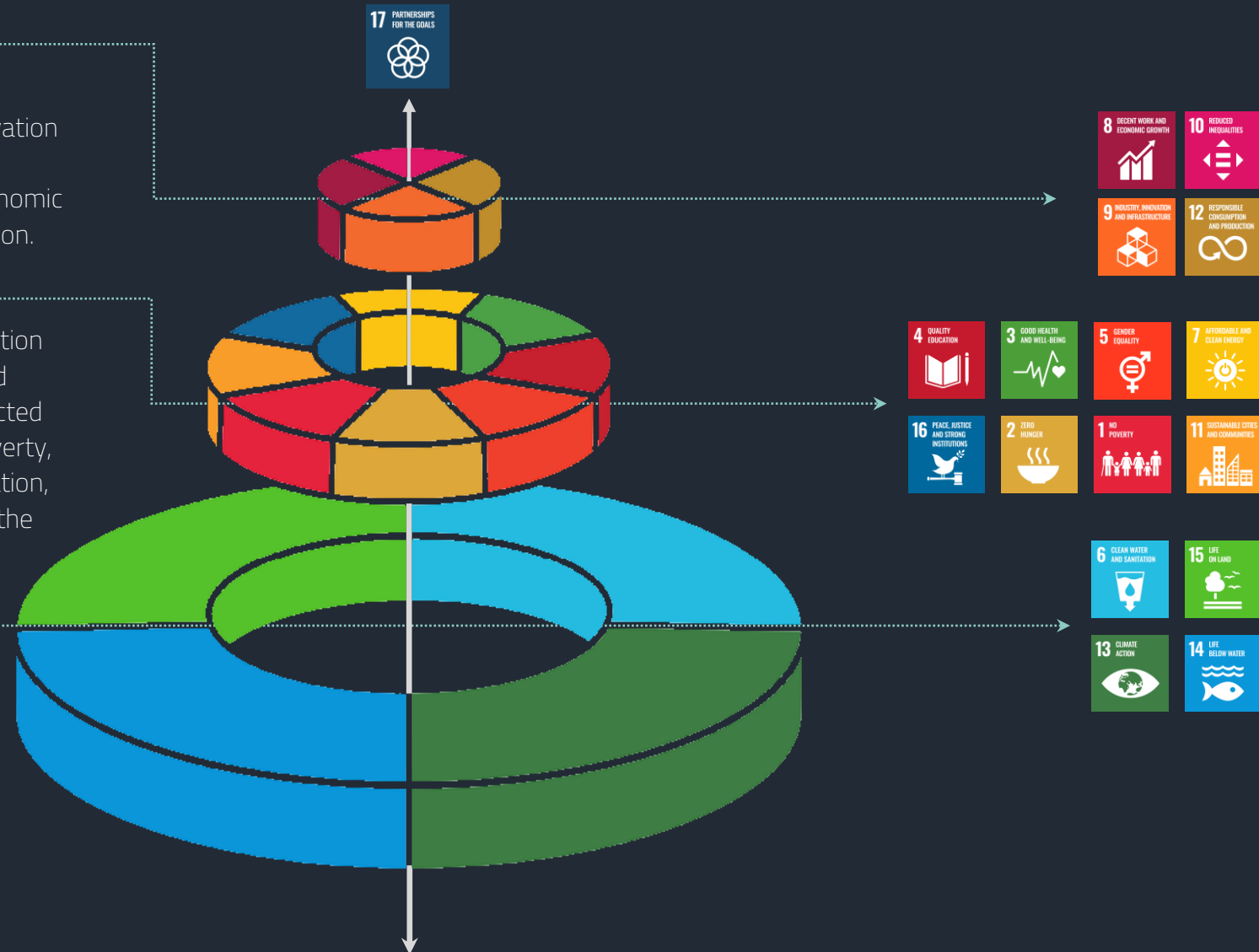
Building on the biosphere and society, the economic goals direct attention towards industry, innovation and infrastructure; reduced inequalities, responsible consumption and production; and decent work and economic growth that is decoupled from environmental degradation.

## SOCIETY

The goals addressing societal issues, call for the eradication of poverty, and improvement of social justice, peace and good health. Social development depends upon a protected biosphere. In addition, the goals on clean energy, no poverty, zero hunger, peace and justice, sustainable cities, education, gender equality and good health are the foundation for the goals related to the economy.

## BIOSPHERE

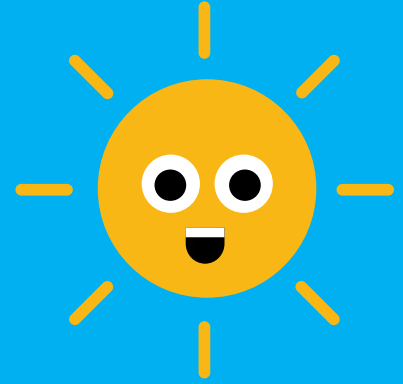
Protecting the biosphere is an essential precondition for social justice and economic development. If we do not achieve the goals related to clean water and sanitation, life below water, life on land, and climate action, the world will fail to achieve the remaining goals.



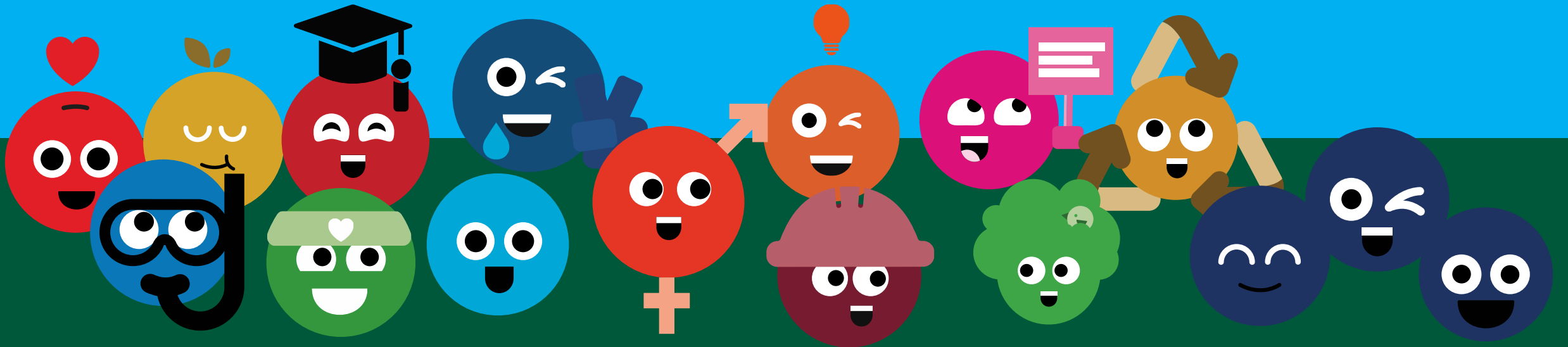
03

02

01



# Good Life Goals – *the manual*



# EXAMPLES IN MY PERSONAL LIFE



13 Act on Climate

FAMILY PACT for CLIMATE



01 Help End Poverty

INVEST IN INDEPENDENCE



08 Work with Impact

15% LUCKY BASTERD TAX



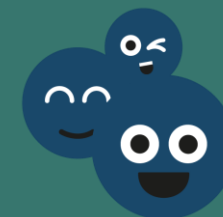
02 Eat Better

COOK FOR 'HAGENEZEN'



10 Be Fair & Inclusive

INSPIRE DISCONNECTED



17 Come Together

FRIENDS FOR LIFE





# Net Positive

Better results by giving more than taking



**Net**  
**Positive**

# Keep it simple – move the date

Pragmatic, real life projects

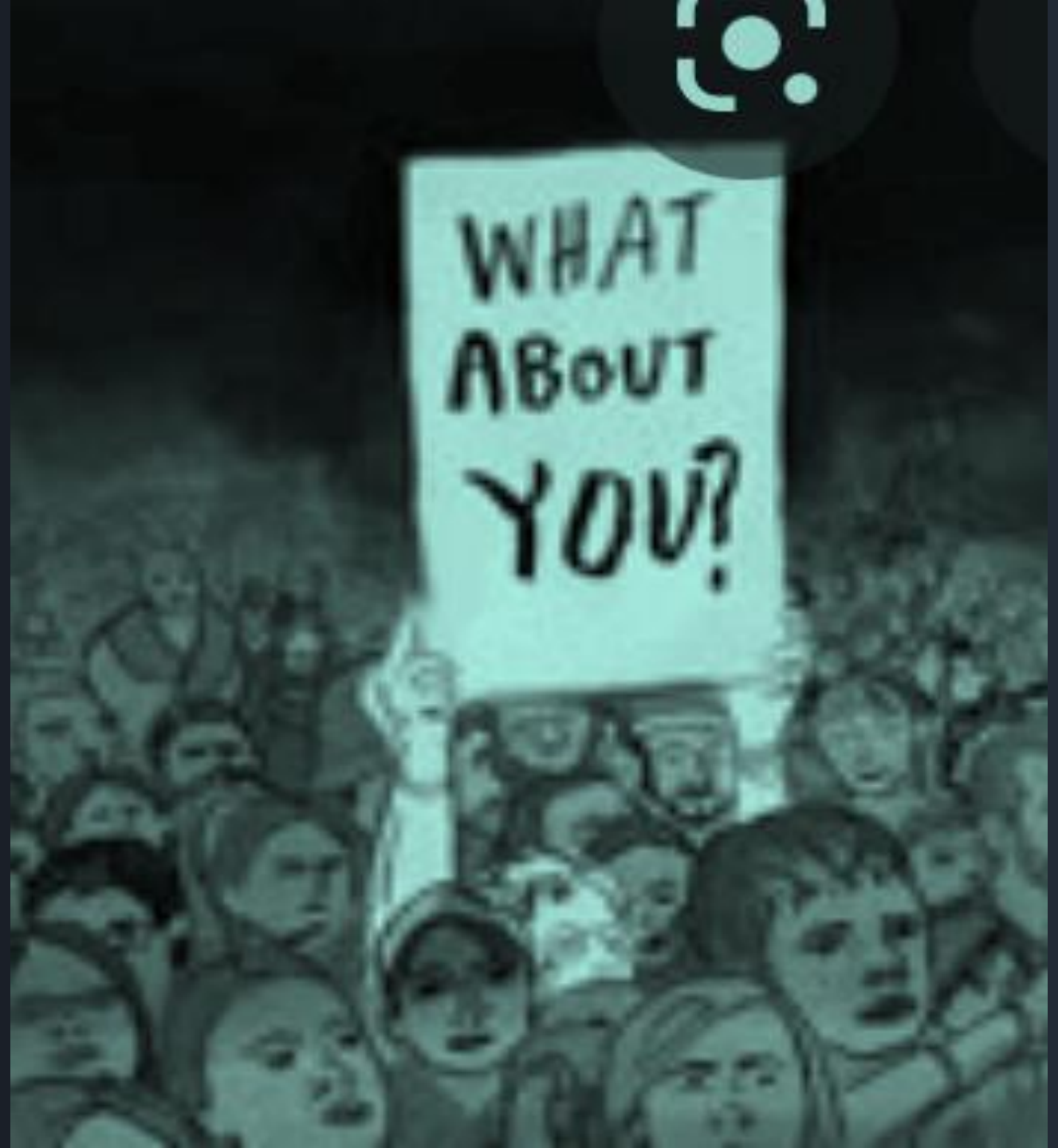






# One Q for YOU

Just for fun & for 1 OUaF







# Sea of Shadows

Research is what I'm doing when I don't know what I'm doing!



# SEA OF SHADOWS



# Most eminent take-away

If not you, WHO?





# Namasté

If it is to be, it is up to me





# RUUD.

Progressor and inspirator of transformation



## MORE INFO

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