

## Sustainability – A Framework

DOM MELI

### 1. Embrace Conscious Capitalism - Social Principles that help you Flourish & Protect the Planet

- a. Take into account the well-being of everyone involved with the organisation – employees, clients, suppliers & the community – You will build greater trust, loyalty, productivity & performance
- b. Don't externalise costs onto society
- c. Run a business that is fundamentally good, that is, do the right things for everybody all of the time rather than only pursuing profit

Remember the words of Bobby Kennedy - "We will find neither national purpose nor personal satisfaction in a mere continuation of economic progress, in an endless amassing of worldly goods". Look for measures other than GNP & GDP – they have inherent shortfalls when determining our progress.

### 2. Create a Template to Sustain your Success & the Planet

- a. Constantly look at where your clients are heading & focus on serving them. To this end:
  - i. Don't place all your eggs in the one basket
  - ii. Cultivate new ideas, products & services
  - iii. Be willing to change & stay agile
- b. Always look to the future when investing & limit investment in old equipment & systems
- c. Don't become arrogant & actively practice humility. Do this by:
  - i. Always serving others
  - ii. Treating staff well
  - iii. Always being honest
  - iv. Cultivating integrity
- d. Ensure your behaviour is beyond reproach – this is an antidote to those who will try to bring you down
- e. Question success & know the difference between ephemeral achievements & enduring well-being. To this extent:
  - i. Understand that short-term, easy wins are not enough – they provide fleeting, transient pleasure
  - ii. Engage in activities & pursuits that matter
  - iii. Commit to something larger than yourself, your organisation or your nation, such as:
    - The community
    - The environment
    - Helping others
    - Funding research that makes life better



**For more information contact:**

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- f. Always think long-term & sustainable
- g. Give - we now know that giving – money, time, and services – makes us feel far happier than consuming or accumulating. Maybe the way to success resides in ancient wisdom - give & you shall receive

### 3. Be the Leader we will need for the Future

- a. Cultivate creative thinking, tolerance for ambiguity, an adaptive mindset & an innovative style
- b. Watch for your over-learned associations & inflexible approaches to processing information – remember we perceive what we expect, not reality
- c. Don't mistaken speed for understanding
- d. Strive for collective intelligence & a collaborative intelligence
- e. To deal with the novel, complex, global challenges we face, we need to do the following:
  - i. Find new ways of validating information
  - ii. Gather different & diverse opinions
  - iii. Challenge our over-learned approaches
  - iv. Entertain & explore 'what-ifs' & unlikely circumstances
  - v. Reframe our current circumstances
  - vi. Be much more emotionally intelligent

### 4. Make Work Better - Be World-Class

- a. Focus on what you are really good at doing - find one thing that you love & ensure that you are world class at it – make sure that it can't be replicated to your level of quality
- b. Be proud of the qualities that can't be faked or copied
- c. Learn how to learn – set up a continuous learning loop
- d. To sustain your work make sure you do the following:
  - i. Prospect every day – look for opportunities
  - ii. Learn how to collaborate with others & look for partnerships
  - iii. Become the best communicator you can be
  - iv. Be charming – do things & behave in a way that feels right - try to engage others & be interested in them

Watch out for the hedonic treadmill, a psychological dilemma where people hunger for more & more pleasure only to feel let down & dissatisfied - people lustfully covet, consume & attain only to experience ever diminishing returns from their spoils, where needs remain unmet.

### 5. Value Art – A Recipe for Making the Future Richer

- a. Let yourself be confronted & challenged by art - think about your life differently - question norms & beliefs
- b. Remember, art can elevate us & move us, it can make us hope & dream - business simply can't
- c. Support artists - the wealthy once did because artists could give us beauty
- d. Allow artists to have a say in public policy – art cultivates empathy, adaptability & tolerance



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- e. Enjoy art for it connects us to the truth, to ourselves & to each other; gives us an opportunity to encounter ‘real’ experiences in a world that is fast becoming synthetic & digital
- f. Engage with art – there is greater synaptic firing & interaction between the left & right hemispheres of the brain when looking at art or listening to music – it enhances our cognitive ability & health

Be prepared to feel uncomfortable – boredom, contradiction, disappointment are not only normal but also intrinsic to living a fully human life – they define us & are gateways to creativity. Moments of ‘not-doing’ are not wasted.

## 6. Strive for True Progress & Evolution

- a. Question our faith in a free-market paradigm that exacerbates the divide between rich & poor
- b. Challenge the need to fill every waking moment - leave empty space for reflection & contemplation, which are the catalysts for creativity
- c. Promote more women to positions of leadership & influence for this will engender long-term thinking & more collaborative decision making
- d. Introduce the study & practice of positive psychology into our schools & workplaces for this will cultivate a greater sense of wellbeing
- e. At the very least, question the amount of killing that humans carry out every day on millions of cows, lambs, pigs, ducks, hens, chickens, fish, crustaceans, deer, whales & people – just reflecting on this may advance our relationship with the planet

## 7. Be an Authentic Leader

- a. Know what your values are – this requires a high degree of mindfulness, presence & self-awareness
- b. Make it clear what you stand for & let this drive your actions
- c. Behave in accordance with you values - role-model your values - be true to your inner compass

## 8. Employ Strategies to Help you be More Creative & See a Brighter Future

Most governments spend more than 95% of healthcare budgets on the treatment of ill health - take responsibility for your own preventative health & well-being in the following ways:

- a. Get physical – exercise reduces blood pressure, stress & anxiety, it promotes psychological well-being, helps you sleep better, releases endorphins & gives you a sense of mastery & control
- b. Have a good sleep – important to regenerate & refresh our learning ability, problem solving, memory, emotions, immune systems & physical capacity
- c. Detox your mind - limit TV viewing, leave mobiles at home when out with friends, only check emails 3 times a day, get out of the city, turn off appliances & unplug computers to broaden your horizons & mind
- d. Try something new - do 2 new things each day, for 5 days - this enhances your creativity, your headspace & ultimately your life
- e. Eat yourself healthy - it’s essential for combatting stress & enhancing your well-being & performance



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- f. Learn to breathe - most people don't breathe effectively – lengthen your breathing to oxygenate your blood more effectively & release more carbon dioxide & dead air - schedule time each day for effective breathing
- g. Forget multitasking & try mono-tasking - the executive part of brain, the neocortex, becomes exhausted from having to pull forward vast amounts of new information each time you commence a different task - doing 1 task at a time is much better for performance
- h. Help your workers to feel good - staff with high well-being make better decisions, show superior interpersonal skills & are more committed - workers in a good mood have more creative & original ideas
- i. Make workplaces beautiful – the environment profoundly effects engagement & performance especially air quality, noise, ergonomics, privacy, acoustics, ventilation, aesthetics & ability to see the outdoors
- j. Be positive & find meaning – the building blocks of positive psychology are gratitude, hope, forgiveness, close relationships, meaning & purpose, mindfulness & spiritual practice - set goals to serve others, thank people & develop compassion; each day try to work or play in an area that draws on your signature strengths
- k. Build your emotional intelligence - have your EI assessed & get some coaching – you will experience less stress & anxiety, be more satisfied & generate greater trust & leadership success
- l. Find calm - reduce fear & anxiety, lessen depression & anger & improve sleep patterns & memory through meditation - positive moods lead to more ideas & more expansive strategic thinking

French physicist, inventor & writer, Pascal said, “all our problems stem from our inability to sit in a room quietly alone.”



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