

CAROL SANFORD



AUTHOR OF:

The Regenerative Business
The Responsible Business

The Responsible Entrepreneur

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 Carolsanford.com

 Carol@CarolSanford.com

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CAROL SANFORD is a consistently recognized thought leader working side by side with Fortune 500 and new economy executives in designing and leading systemic business change and design. Through her university and in-house educational offerings, global speaking platforms, multi-award winning books, and human development work, Carol works with executive leaders who see the possibility to change the nature of work through developing people and creating work systems that ignite them.

For four decades, Carol has worked with great leaders of successful businesses such as Google, DuPont, Intel, P&G, and Seventh Generation, educating them to innovate and grow their businesses by growing people. Her work is routinely called groundbreaking, game changing, original, bold and inspiring. Carol is currently Executive in Residence and Senior Fellow in Social Innovation at Babson College.

Speaking Topics Include:

- Making Change Compelling: Developing Your Organization to be More Innovative, Flexible and Resilient in the Face of Challenge and Change
- Going Beyond Training to Develop Your People: Developing People in a Changing World and Building the Capacity for Disruptive Thinking
- The Evolution of Work Design: Coherence by Design and Building Innovation into How Work is Done
- Eliminating Thirty Toxic Business Practices and Detoxifying your Business
- The Five Phases of Designing a Developmental Organization, and the Regenerative Paradigm
- ...And Much More!

TO ARRANGE AN INTERVIEW/FEATURE, CONTACT:

Giuliana Caranante | 617.263.1910 | giuliana.caranante@hbgusa.com

THE REGENERATIVE BUSINESS



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AUTHOR

Carol Sanford

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Giuliana Caranante

617.263.1910

giuliana.caranante@hbgusa.com

Redesign Work, Cultivate Human Potential and Achieve Extraordinary Outcomes

What if leaders stripped away all preconceptions about how business operates, allowing the organization to go back to its core and build itself back up to become something new-something so responsive, so innovative and resilient, it becomes virtually non-displaceable in the market? The Regenerative Business sets the stage for what is now only dreamt of by most of today's forward-thinking leaders and paves the path to make it possible. The book features:

- Real stories from companies leading innovation and transformation across the globe including; Google, Colgate Europe, Seventh Generation, Nike and others
- A logical, comprehensive approach that factors in the complexities of the modern organization
- The work of internationally-recognized leadership expert Carol Sanford, who for decades has been designing and leading systemic business change



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PRAISE FOR *THE REGENERATIVE BUSINESS*

“Carol Sanford’s clear and accessible writing keeps urging us toward higher levels of organizational and self-actualization. *The Regenerative Business* blends an educator’s precision guidance with a sage’s wisdom and insight to deliver a roadmap for higher performance, greater impact, and long-term value creation. Her teachings bring work systems design into sharp focus, a new and essential skill set for innovative business leaders to embrace and master.”

William Rosenzweig, Co-author, *The Republic of Tea: How an Idea Becomes a Business*, Oslo Business for Peace Award, UC Berkeley, Haas Business School

“The work that Carol Sanford describes in *The Regenerative Business* profoundly changed my life, and I’m confident it will change yours too. Carol’s work also exponentially contributed to increasing the value of my company over the three years we worked together—that value increased by about \$100 million. Carol uniquely understands how to cultivate human potential by developing more conscious, creative, innovative, and intentional human beings. You will discover purpose in your work that will drive extraordinary results. You will find that you have the ability to develop capabilities that you never dreamed of. And perhaps most important of all, you will discover that your work can be fulfilling in numerous ways that deeply feed your soul.”

Jeffrey Hollender, Founder and CEO, SustainNatural.com, and Founding CEO, Seventh Generation

“*The Regenerative Business* is a passionate call to reimagine work that is rooted not only in Carol’s many years as consultant to some of the most transformative companies of our time, but also in the latest research in psychology and productivity. Rather than thinking of organizations as machines and people as cogs to be manipulated, Carol advocates for a vision of firms as cradles of human development, supporting their employees through journeys of discovery that focus on the lived experience of the customer. Her work points the way to building authentically purpose-driven firms that will drive the kind of disruption that my own research suggests is likely to be catalysts in reimagining capitalism and to a way of being in the world that is simultaneously deeply pragmatic and an expression of transformative hope.”

Rebecca M. Henderson, John and Natty McArthur University Professor, Harvard Business School

“Carol lays out the future of workplace design just in time for the paradigm shift we are experiencing now. She provides us with a language and methodology, tested for decades, on aligning our highest individual potential with nature’s patterns to evolve our highest collective capacity. She has already influenced my own thinking and that of Kauffman leaders, and we are partnering with her for more evolution in entrepreneurship and education to great ends. It’s just what the world needs to transform our fractured and fragmented workplace culture into a healthy, regenerative whole system.”

Mark Beam, Maverick in Residence, Kauffman Foundation

“What I appreciated about Carol’s book is that she has taken what I write about—the science of motivation in the individual and one-to-one contexts—and through her brilliant approach, shows us how to apply the science in the organization context. She demonstrates, with dozens of case stories, how to apply the concepts systemically. Why not design organizations where people thrive? Carol shows you how.”

Susan Fowler, Author, *Why Motivating People Doesn’t Work ... and What Does: The New Science of Leading, Energizing, and Engaging*

“Leading successful business transformation in a complex and challenging environment requires clarity, alignment, will, and a sense of purpose at all levels across the organization. The principles and ideas presented in *The Regenerative Business* deliver these effects systemically and in a way that brings deeper satisfaction and meaning to work. Carol explains her approach using real-world examples and with candor that is both clarifying and refreshing. Using her frameworks to build a developmental organization is producing significant cultural shifts that are moving our business forward. Associates are energized to grow their impact, and customers are feeling the difference.”

Lara Lee, President, Orchard Supply Hardware

“Carol Sanford has deep experience helping the leadership of a diverse range of companies address pressing business challenges. Drawing on a unique embedded responsibility perspective, *The Regenerative Business* offers important new methodologies for human development and work design, aligned with strategies that ensure business and society thrive together in an increasingly complex world.”

Steve Lippman, Director of Corporate Citizenship, Microsoft, Inc.

“Carol Sanford has fundamentally challenged and transformed the way we think about entrepreneurship, innovation, and developing our leaders. Since she began teaching at the school, the impact of Carol’s regenerative frameworks and concepts has reached beyond the classroom. She has supported the students, faculty, and leadership to explore how the curriculum, learning community, and organization can form a seamless whole in pursuit of driving transformative change. *The Regenerative Business* is essential reading for any leader looking to design and lead a thriving twenty-first century organization.”

Christer Windeløv-Lidzélius, Principal, Kaospilot, Denmark
... business and design in leadership and entrepreneurship

“Prepare to abandon all current thinking about what makes organizations great. Original, powerful, and persuasive, *The Regenerative Business* exposes the limited worldviews and minimal expectations that drive most organizations. In their place, it offers practical and insightful frameworks for creating “regenerative” processes, illustrated with successful and profitable real-world applications of these ideas. Promoting ways of seeing and being in the world that couldn’t be more timely or essential, *The Regenerative Business* details frameworks that engage the whole person in the larger systems in which they operate.”

Jessica Lipnack and David McConville, Co-chairs,
Board of Directors, Buckminster Fuller Institute

“Everyone is talking about the future of work. Carol Sanford offers us a clear-headed framework for how to get there, while leaving us with important questions that we need to answer for ourselves. If you’re looking for a thoughtful and comprehensive guide to evolve your organization, you’ll love this book.”

Jonathan Raymond, Author, *Good Authority*, and CEO, Refound

“At Sustainable Brands, we are committed to being a living lab of the sustainable brand of the future. I know full well Carol is a master at applying systems thinking to smart, sustainable organizational behavior, and I can’t wait to put Carol’s concepts into practice at SB.”

KoAnn Vikoren Skrzyniarz, Founder/CEO, Sustainable
Life Media, producers of Sustainable Brands

“Carol Sanford is one of the most interesting and unique business thinkers we know. Her approach is integral, whole, and holistic. In fact, it is the way we should run business in the twenty-first century.”

Food Inspiration Magazine

“For all the talk of efficiency, modern business is grossly inefficient in developing its most valuable resource: the people who work in it. Only 13 percent of the global workforce is actively engaged by work (Gallup 2014). Carol’s book offers a vision and blueprint on how to start to change that. Borrowing from deep ecology and studies of living systems, she has written a timely guide for all those (from leaders to students and everyone in between) interested in the redesign of work itself.”

Manoj Fenelon, Faculty, Pratt Institute and School of Visual Arts’ Design for Social Innovation Program, former Director of Innovation, Pepsico

“I have had the privilege of working with Carol Sanford over several decades, observing her wisdom and guidance catalyze businesses across the United States and Europe into profound transformations in how they worked, and the systemic value they produced. Instead of focusing on incremental improvements in existing ideas and work patterns, she moves people far upstream in their thinking to where they can rediscover their inherent, unique genius as a source of radical new creativity. In revealing the ideas and methods behind her work, *The Regenerative Business* opens a new world to business leaders who seek to make their business an agent of regeneration for their customers, employees, and communities.”

Pamela Mang, Co-author of *Regenerative Development and Design: A Framework for Evolving Sustainability*, Co-founder of Regenes Group

“Carol Sanford’s new book is deep, thoughtful, and thought provoking. She challenges conventional ways of thinking about work and helps us to envision organizations in which employees are increasingly motivated, capable, and instrumental in charting the direction of the firm. Carol systematically repudiates a host of revered practices and provides an alternative structure for rethinking all aspects of how work is designed. I have known Carol for several decades and marvel at how she invites us to think much, much more systemically about how what we do at work and how we think about developing people’s potential is central to making the world (and the organizations of which we are a part) better.”

Pamela J. Hinds, Professor, Stanford University
School of Engineering and Management Science

“Doing ‘less worse’ is not a goal. Imagine a healthy system and then recreate it. Carol Sanford calls us all to a higher ground and a new way of looking at organizations, and at ourselves. Technology, transparency, and data allow us to see things differently. We have learned too much about the consequences of industry to operate in the same way as before. Thanks to Carol’s wise advice, we are redesigning business, using the fashion industry as our pilot, creating a respectful and regenerative ecosystem. Carol helped light the spark that ignited the Fair Fashion Center. Her spiritual consciousness and business acumen make her the ideal partner with which to reshape our thinking, our companies, and as a consequence, our world.”

Cara Smyth, GCNYC Vice President and Founding
Director of the Fair Fashion Center

“If you aspire to build a developmental way of working that is able to adapt to rapidly changing market conditions and achieve disruptive, sustainable innovation, you need to read *The Regenerative Business*. Carol Sanford introduces a breakthrough methodology that will fundamentally transform your thinking and your organization. Incorporating insights from Sanford’s extensive experience and a compelling writing style, this book is an indispensable resource.”

Denise Lee Yohn, Author, *What Great Brands Do*

“Sanford ably weaves together a compelling book that shifts our focus from the standard technocratic, mechanistic view of the business world to a more comprehensive view that places the human being at the center. This humanistic, systems approach can truly help organizational leaders of all types drive change, while also recognizing the power of people who are the center of any organizational endeavor. In the end, *The Regenerative Business* is a critical addition to the larger body of new thinking around people-centered workplaces, change management, and disruptive innovation, pushing us to recognize Sanford’s powerful point that ultimately ‘the work of growing great companies turns out to be, as well, the work of growing ourselves.’

Nathan Long, President, Saybrook University

“As the world of work becomes more global, automated, and unpredictable, Carol Sanford offers an innovative approach to innovation itself—change the way we think, invest in people, and then structure the organization to support them so the regenerative paradigm can work its magic. Grounded in theory and experience, Sanford offers compelling examples and case studies that make this a must-read for leaders everywhere.”

David Livermore, PhD, author and thought leader
on global leadership and cultural intelligence