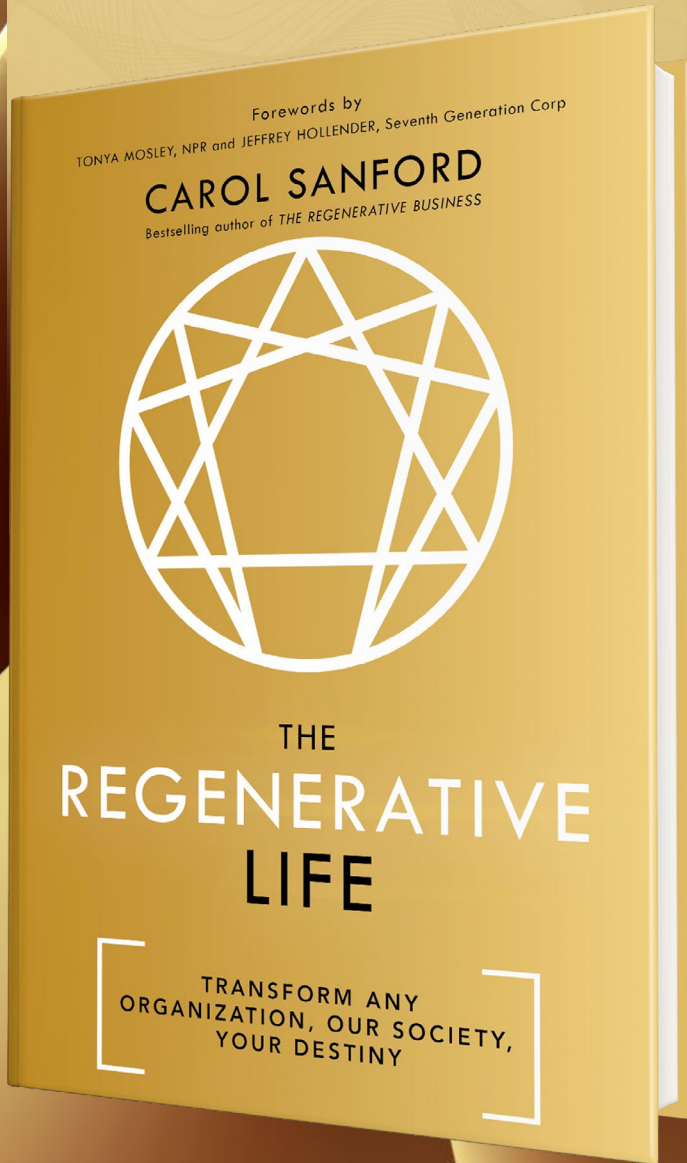


# MEDIA KIT



In **THE REGENERATIVE LIFE**, Carol Sanford shows you how to fundamentally change the roles you play in society, enabling you to do more than you ever believed possible ...

## TITLE

# THE REGENERATIVE LIFE

Transform Any Organization, Our Society and Your Destiny

## AUTHOR

# CAROL SANFORD

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## TOPICS COVERED INCLUDE



**PERSONAL  
DEVELOPMENT**



**LEADERSHIP**



**BUSINESS  
MANAGEMENT**



**SOCIETY**

# REVIEWS

“Carol is a rare educator. Utilizing the thinking and approaches in our company, we began to produce significant cultural shifts across all levels and functional areas of our organization after only six months. Customers felt the difference, and associates are finding both their work and personal relationships becoming more purposeful, meaningful, and satisfying. The payoffs for the business were profound.”

—LARA LEE, PRESIDENT, ORCHARD SUPPLY HARDWARE, A LOWE'S COMPANY

“Carol has worked for many years with some of the most transformative companies of our time. Her work points to a way of being in the world that is simultaneously deeply pragmatic and an expression of transformative hope.”

—REBECCA HENDERSON, JOHN. H. HEINZ ENDOWED CHAIR, HARVARD BUSINESS SCHOOL

“Studying with Carol Sanford has blown my world, wide open. Carol is a contrarian in the best sense of the word, someone totally unswayed by popular opinion. As part of her Regenerative Life Community, I am continually surprised to find that what I've always taken for granted isn't actually set in stone, and that there is so much more potential in the world than I previously thought.”

—SHERYL O'LOUGHLIN, FORMER CEO, REBBL, CLIF BAR, AND FOUNDER AND CEO, PLUM ORGANICS; EXECUTIVE DIRECTOR OF THE CENTER FOR ENTREPRENEURIAL STUDIES, STANFORD GRADUATE SCHOOL OF BUSINESS

“*The Regenerative Life* frames a clear, authentic, and pragmatic approach for how we all have agency in creating a healthier society and our own inner transformation.”

—OMAR BROWNSON, COFOUNDER AND CEO OF GTHX AND LEADER IN RESIDENCE AT NATIONBUILDER

# ABOUT THE BOOK

**TITLE:** The Regenerative Life: Transform Any Organization, Our Society and Your Destiny

**PUBLISHER:** Nicholas Brealey

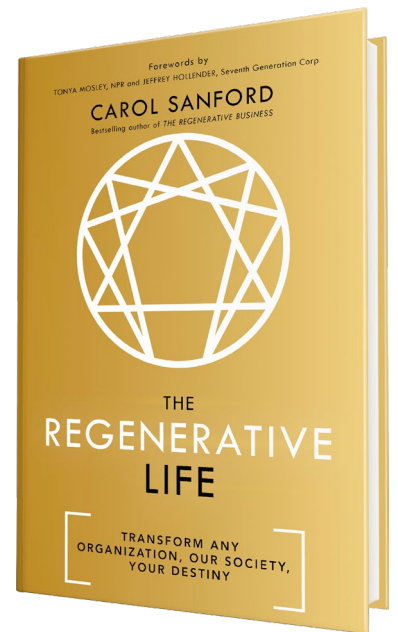
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**PAGES:** 224 pages

**PUBLICATION DATE:** March 10, 2020



The world often falls short of how we'd like it to be, and our ability to make even just a little difference can seem limited. Sometimes it feels like you need to be a super-hero to achieve anything meaningful. But what if by re-conceiving what you do, you could change the world for the better?

In **THE REGENERATIVE LIFE**, Carol Sanford shows you how to fundamentally change the roles you play in society, enabling you to do more than you ever believed possible; grow yourself and others, provide astounding innovations for your clients, children and students, generate extraordinary social returns, become more creative, and bring new life and opportunity to everything around you.

**THE REGENERATIVE LIFE** teaches you to see your roles differently: stripping away all preconceptions of how it should be done, understanding what your role is at its core, and building yourself back up to become something new; something so grounded, inspiring, and resilient, it can change the world.

## AUTHOR'S CLIENT'S INCLUDE:



## AUTHOR HAS BEEN FEATURED BY:



## AVAILABLE FROM



# ABOUT THE AUTHOR



Carol Sanford is a consistently recognized thought leader working side by side with Fortune 500 and new economy executive teams, designing and leading systemic business change and design. She is Senior Fellow of Social Innovation, Babson College; Founder, The Regenerative Business Development Community, Change Agent Development community.

Her best-selling books have 15 awards, are required reading at leading business and management schools including Harvard, Stanford, Haas Berkeley and MIT. Carol also partners with producing Executive Education through Babson College, Kaospilot in Denmark, University of Washington and The Lewis Institute at Babson. Her books are filled with case stories, from around the worldwide diversity represented.

To that end, Carol has been leading regenerative education efforts in both Fortune 500 and new-economy businesses for more than 40 years. Her client list includes long-term relationships

with Colgate Europe and Africa and DuPont Canada, US, Asia, and Europe. She also works with new-economy companies like Intel, Agilent, and leaders of corporate responsibility such as Seventh Generation, Numi Tea, and Guayaki. Google uses her work as a framework in the Food Innovation Lab.

Carol is CEO of Carol Sanford Institute, an education company on building Regenerative Businesses that become non-displaceable in their markets, enduringly. The Carol Sanford Institute is based in the Seattle region of the Puget Sound.

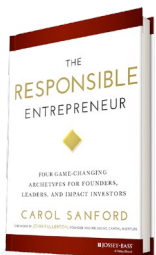
She combines her economic development experience with her extensive business education and background using urban systems, psychology and learning practices.

Carol has published dozens of works in 10 languages, including a series of articles in Executive Excellence, Stephen Covey's newsletter and At Work, a Berrett-Koehler Journal. She is the author of five books with three publishers.

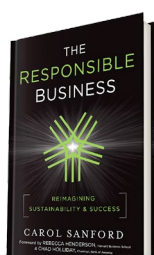
Central to Carol's philosophy and approach is a fresh look at what makes an organization truly regenerative. "It's important to discover your singularity, what enables you to differentiate your business from the crowd," she says, "and then thinking about how to do business so that communities, societies, and ecology as a whole are improved. These are not separate but interwoven pursuits. It's completely doable, and a conversation worth having."

She holds undergraduate degrees from UC Berkeley in Economics and Public Law and graduate degrees from California State University, San Jose in Urban Planning. She currently lives near Seattle.

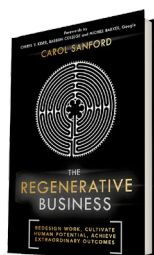
## MORE BOOKS FROM THE AUTHOR:



The Responsible Entrepreneur



The Responsible Business




The Regenerative Business



No More Feedback

## SAMPLE TOPICS

- Who is *The Regenerative Life* written for? 
- What does it mean to change the way we see our current roles?
- What's wrong with our society's current ideas of who can change the world?
- Explain what a non-heroic approach to change means.
- What are the 9 Regenerative Roles?
- How does transforming the way we see our role carry over into our work?
- How can someone know they are in the right role for work or life?
- How did your upbringing play a role in developing *The Regenerative Life*?
- What are the 6 obstacles to living a Regenerative Life?
- What are some ways readers can take action steps in their work or lives after reading *The Regenerative Life*?
- Explain the action research project that served as the foundation of *The Regenerative Life*?
- What surprised you the most out of what you learned?

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# BOOK EXCERPT

## INTRODUCTION:

### We Need a Better Theory

I BELIEVE THAT MOST of us grow up with a pretty limited understanding of what it takes for an individual to create real change in the world. I base my belief on three basic narratives that I see repeated over and over.

The first is the hero hypothesis: to save the day, a person needs to be superior, endowed with extraordinary skill and resources, staunchly committed to carrying the banner, fighting the good fight, and rousing the world out of its torpor, so that it lives up to the ideals they hold for it. The second basic narrative is that if we can't be a hero, then we need to find and follow a heroic leader, a charismatic someone who inspires us to pursue an ideal. The third basic narrative is that if we are as good as we can be—if we work long hours, recycle and compost, vote and donate, and especially if we are kind to dogs and children—then everything will be fine in the end.

Personally, I don't think we need more heroes or authorities. Those are storylines that reinforce the egoistic delusion that people are isolated actors who through sheer force of will can bend the world to their visions. By definition, only a few of us can be heroes, geniuses, or saints, which means that the rest of us are just clay waiting to be molded. What a terrible waste of human potential, spirit, intelligence, and creativity! It's interesting to note how easily we devalue ourselves and other people when we adopt a heroic mode.

I also see a built-in problem with the idea of doing good. There's a reason why people don't like do-gooders: do-gooders operate from the assumption that some people or some actions are by definition more virtuous than others. That is, goodness is a general standard or ideal, rather than something that arises from specific people within a specific set of circumstances. So it is good to reduce our consumption of resources, or go to church, or decry racism, because, "Well, it's self-evident isn't it?" Usually the do-gooder's definitions of virtue are memes or mores based on cultural or subcultural agreements (for example, political correctness or Christian piety) that are passed down generation to generation and therefore remain relatively unexamined. But these ideas of goodness are generic. They rob us of our responsibility to discover and choose

ways of thinking and acting that might truly transform the specific situations we encounter in life.

For these reasons, I believe we need a better theory of change, one that goes beyond the heroic and do-good models and that taps into, develops, and releases the inherent potential of every human being to live in ways that make meaningful contributions to the world.

Everything that follows in this book comes out of a theory of change that is

- Developmental—building systems-thinking skills and personal mastery
- Essence sourced—based on what makes every person or living thing specific and singular
- Regenerative—committed to realizing the evolutionary potential of life
- Grounded—based on the idea that we can transform our world by transforming the roles we play in our lives

It is, in other words, rooted in the evolutionary potential of human lives.

### Dog Lawyer

Like most small children, I had a lot of will when I was very young. But unlike many, the difficulties of my circumstances only served to strengthen this will. I grew up in a broken and abusive family, in a broken place (the Texas panhandle), the granddaughter on my mother's side of a Native American man who had escaped the brokenness of early twentieth-century reservation life. My father was the Grand Dragon of the Texas KKK. When I was small, he locked me in a closet as a way to break my will. It didn't work. Instead, it reinforced my desire to stand up to him, to be a hero, and to break the corrosive influence of racism in my world.

There were many reasons for despair in my young life, but I was able again and again to allay my fears about the injustices of my world with fantasies of taking heroic actions to address them. One of my earliest ambitions was to be a dog lawyer! I thought it was outrageous that dogs were rounded up and put to sleep through no fault of their own and with no one to defend them. I was determined to become a heroic little-girl advocate for animal innocence.

By the time I was a college student, in the mid-1960s, I was putting my body on the line, marching in Berkeley to end racism and the Vietnam War. This earned me

my first and only visit to jail and made me wonder where I would wind up in the long term. Was taking to the streets really making any kind of meaningful difference? I was beginning to have my doubts.

Not sure that I could be the hero I had imagined myself to be, I looked for heroes to support—political candidates who were advocating radical change to the system and intellectual leaders who were pointing to different ways to live in society. For a short while, Joseph Campbell reignited my excitement about the hero's journey, and I vowed once again to dedicate myself to changing the world.

At the time, I was not yet mature enough to fully grasp two things Campbell was teaching us. First, the mythic hero's journey is always in service to and supported by a community. Second, it is intended to achieve some larger beneficial effect; the hero returns with a treasure that will alter the community's role within its world. Ultimately there is no independent heroic ego, only the collective work of sustaining and evolving life by reshaping the relationships between the community and its larger context.

A few years later, I began to study with inventor and philosopher Arthur Young, founder of the Institute for the Study of Consciousness in Berkeley. Young had, among other things, invented the first long-distance helicopter. But his real interest was the thinking process that allowed people to accomplish these kinds of breakthroughs. He advocated for a process philosophy, one that directed its attention to inner development rather than outward advocacy and action.

These themes continued to work on me. Where was that heroic vision of my childhood? Could I ever become a hero? If not, then who was I? Was life really worth living? Pressed to make meaning of my life, yet seemingly denied outlets for these energies, I threw myself into a kind of compromise—be a good citizen. I volunteered with the League of Women Voters, struggled to be a good mother, separated my recyclable garbage.

This way of life came nowhere close to satisfying my powerful inner promptings, and I began to slip into despair. What I failed to realize was that I didn't have an adequate theory of change. I believed that change came only from heroes and saints acting on behalf of all the small people around them.