

Reformation and Pragmagic: Breaking the corporate spell of "unreasonable greed"

By Wayne Visser

When I wrote my first book "Beyond Reasonable Greed", in the Introduction my co-author Clem Sunter and I talked about magic. Magic, it seemed, was in the air - or at the very least, on the silver screen, with Lord of the Rings and Harry Potter keeping us spellbound. But we were talking about "bad magic" of a different kind, namely the risk of catastrophic corporate governance failures and unsustainable business, driven by unreasonable greed.

When I see Elon Musk successfully negotiating a trillion dollar pay package at Tesla, or the Big Tech companies smashing through AI ethical guardrails and doing a U-turn on their sustainability commitments, I know that our message - calling for a Reformation in business - is as fresh and relevant today as it was when the book was first published; probably more so. My intention is not to knock the Church, but rather to show how power corrupts. Do you agree?

I know not everyone has the time or patience to read whole articles, chapters or books, so here's a short slide deck that summarises the key ideas. Let me know if this is a format that you enjoy (or not!).

[The original post includes a seven-slide deck summarising the key ideas. View it at the source link below.]

Thriving: The Breakthrough Movement to Regenerate Nature, Society and the Economy is available as a paperback, ebook and audiobook.

Source:

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