



**“LEADERSHIP FOR
HUMANITY’S BEST INSTINCTS”**

Carsten Sudhoff, Founder & CEO, October 22, 2014



The burning platform



We are all in the same boat

The Interconnected Curriculum

Phase 1 - 4

PHASE 1

Pre-Natal



- ✓ Parental Attachment
- ✓ Incentive System

PHASE 2

Infancy



- ✓ Emotions: Encouraging the use and applying the full vocabulary

PHASE 3

Education



- ✓ Individual Performance vs. Collective Problem Solving

PHASE 4

Business Life



- ✓ Value vs. Values
- ✓ CSR 2.0

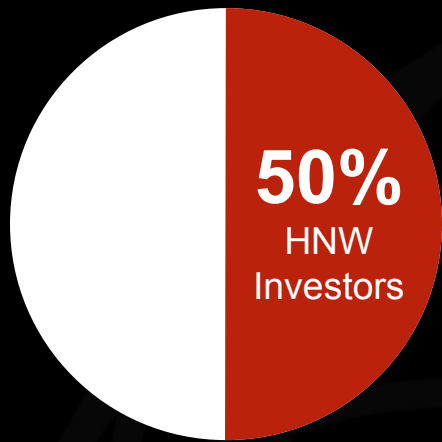
The role of business in developing character

The seismic shift – is REAL

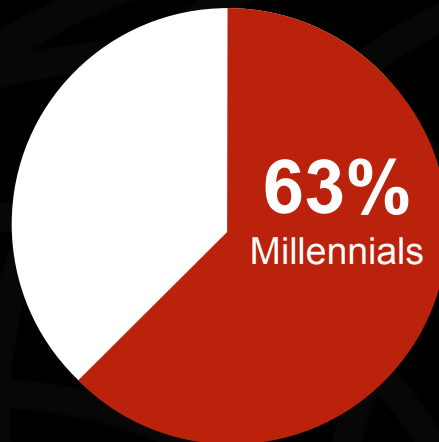
Screenagers
Power
Complexity
Underemployment
Youth-Unemployment
Transparency
Powerlessness
Ambiguity
Change
Dignity
Meaning
Purpose
Value
Gen-x
Value
Command & Control
Uncertainty
Technology
Innovation
Virtues
GEN-Y
SUSTAINABILITY
CSR2.0
UNEMPLOYABILITY
ROBOTICS
NETWORKED SOCIETY
ENGAGEMENT
COLLABORATION
Ecosystem
Profit maximizing – at all COST

The role of business in developing character

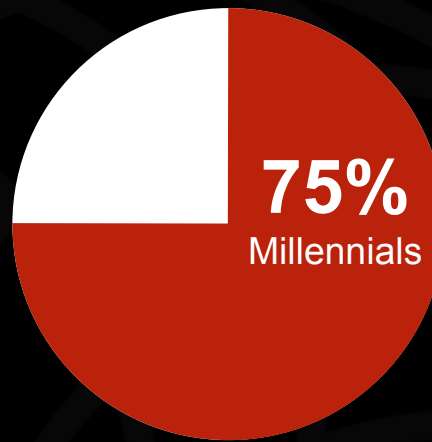
Millennials – employees and customers



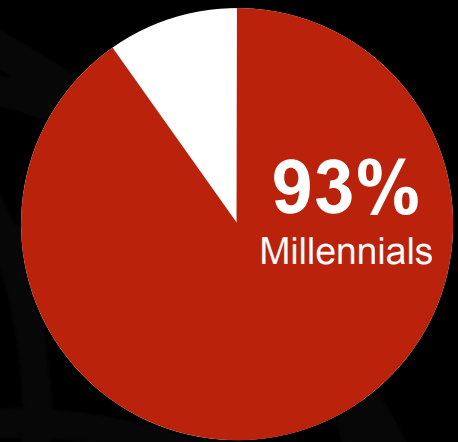
Social and environmental impact influences my investment decisions*



I expect my employer to contribute to a social cause



Global workforce by 2025



I link my purchasing decisions to a company's social commitment

*Includes 63% of HNW women and 75% of HNW millennials

The Generation Situation

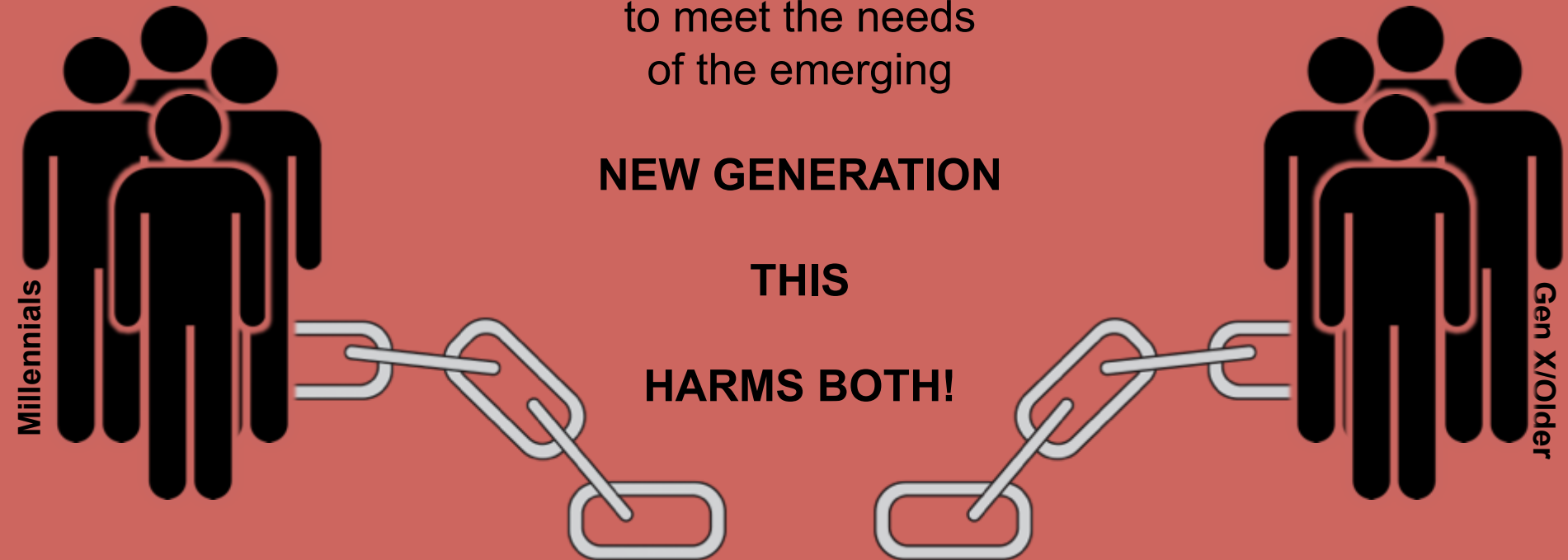
The harmful disconnect

The
CURRENT ECONOMY
is not evolving
to meet the needs
of the emerging

NEW GENERATION

THIS

HARMS BOTH!



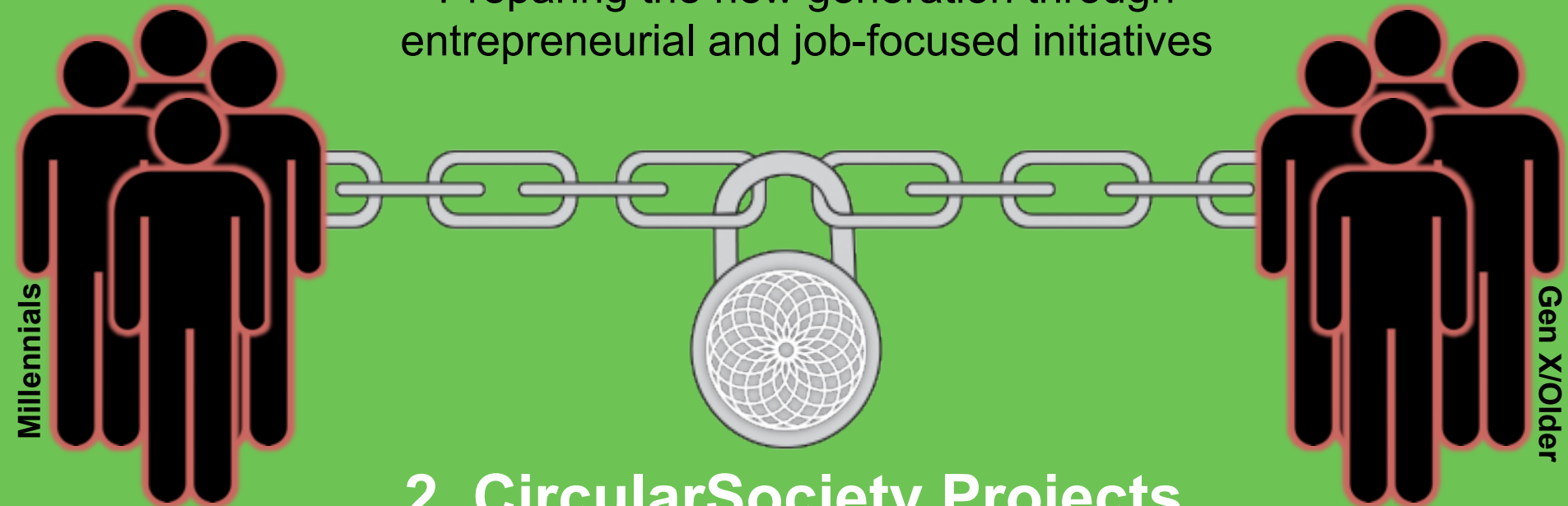
The CircularSociety Solution

Engaging organizations and individuals through education and projects

1. CircularSociety Education

Helping leaders to create the right ecosystem

Preparing the new generation through
entrepreneurial and job-focused initiatives

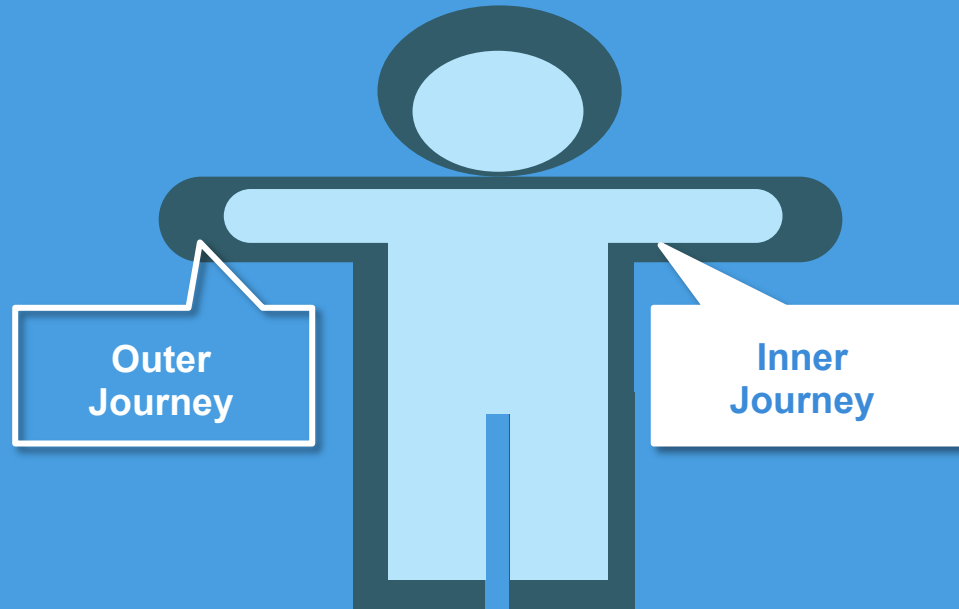


2. CircularSociety Projects

Teach current economy to meet the new economy
through meaningful Impact Projects

CircularSociety Education

Building Transformational Leadership Capability for the future



Together with parents, schools, business schools and employers CircularSociety develops:

Interconnected Consciousness

e.g. Systems Thinking,
Mutual Responsibility,
World View

Social Relationship and Networks

e.g. Community Building,
Collaboration

Emotional Capacity

e.g. Courage,
Empathy,
Authenticity

Intellectual and Cognitive Development

e.g. Creativity,
Innovation, Social
Entrepreneurship

The CircularSociety Projects

Example: European Youth Employment (eYe)



- ✓ The power of collaboration
- ✓ Realize positive Business Case for all
- ✓ Apply savings from process to up-skill unemployed youths
- ✓ Engage youths in social entrepreneurial program

It **only** needs
5-10%
of a population
to make the **rest follow!**