



**“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

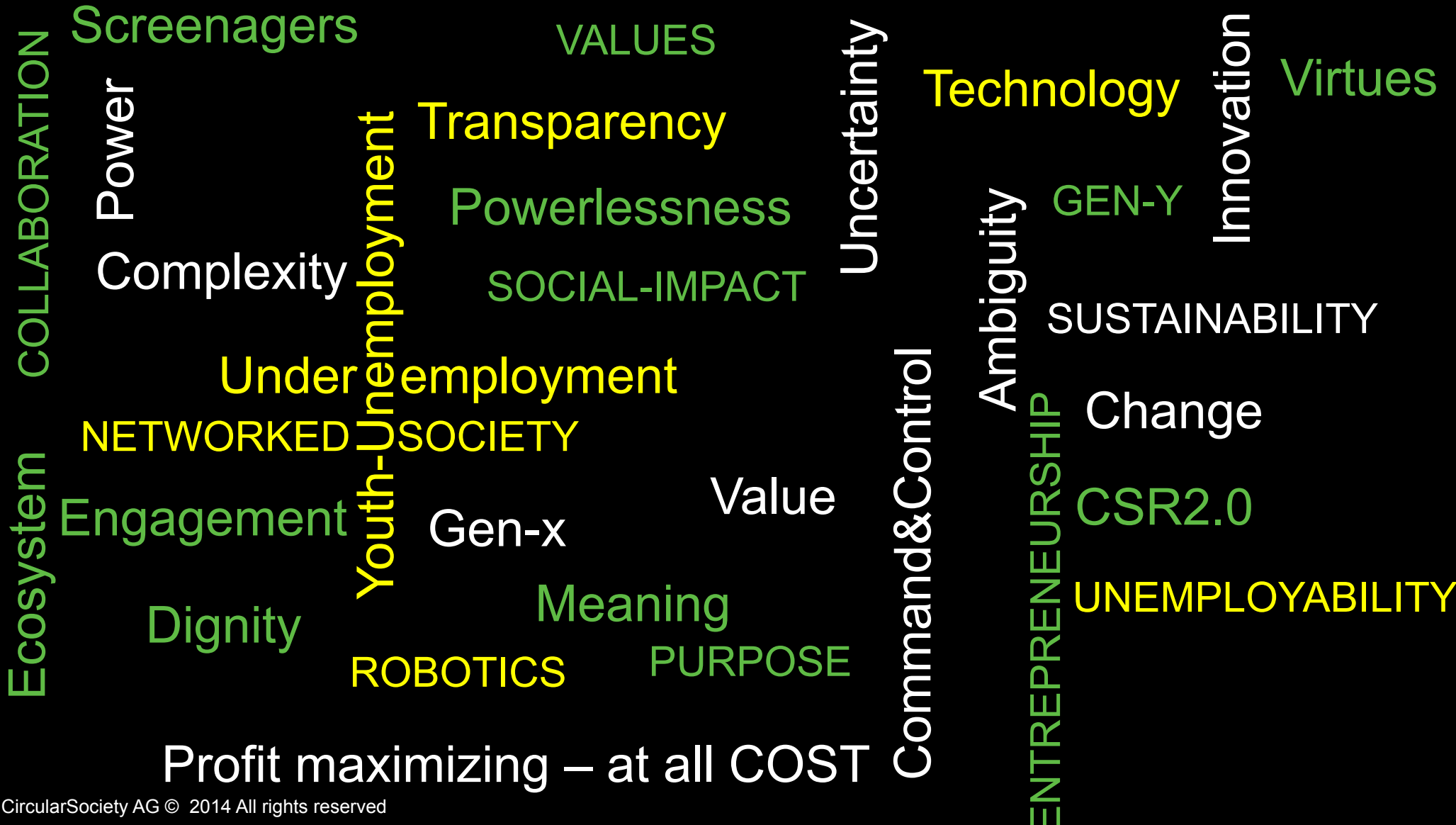
### Business Life



- ✓ Value vs. Values
- ✓ CSR 2.0

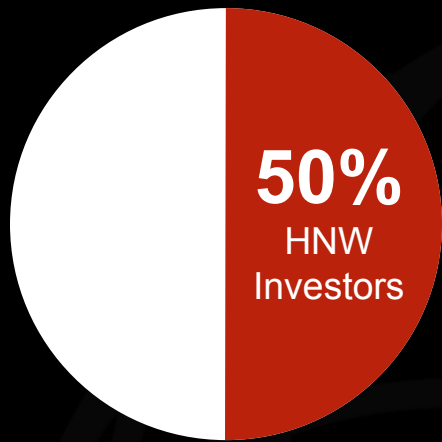
# The role of business in developing character

The seismic shift – is REAL

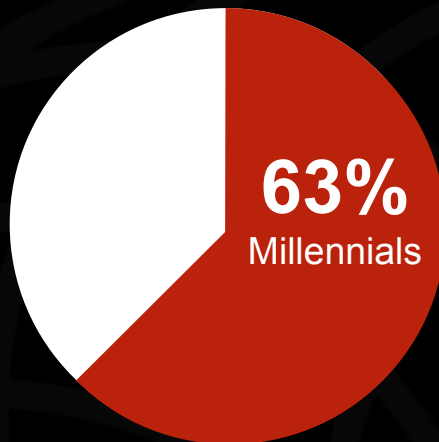


# The role of business in developing character

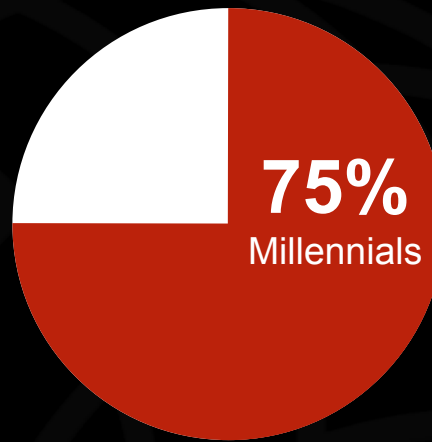
## Millennials – employees and customers



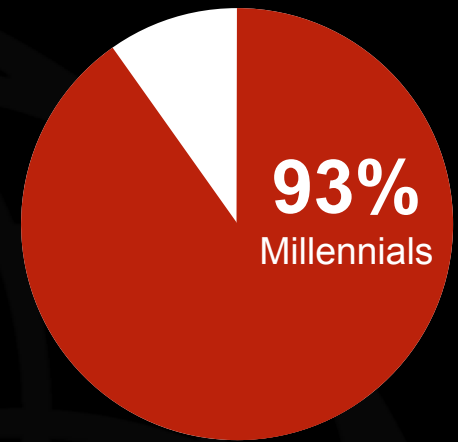
**Social and environmental impact influences my investment decisions\***



**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

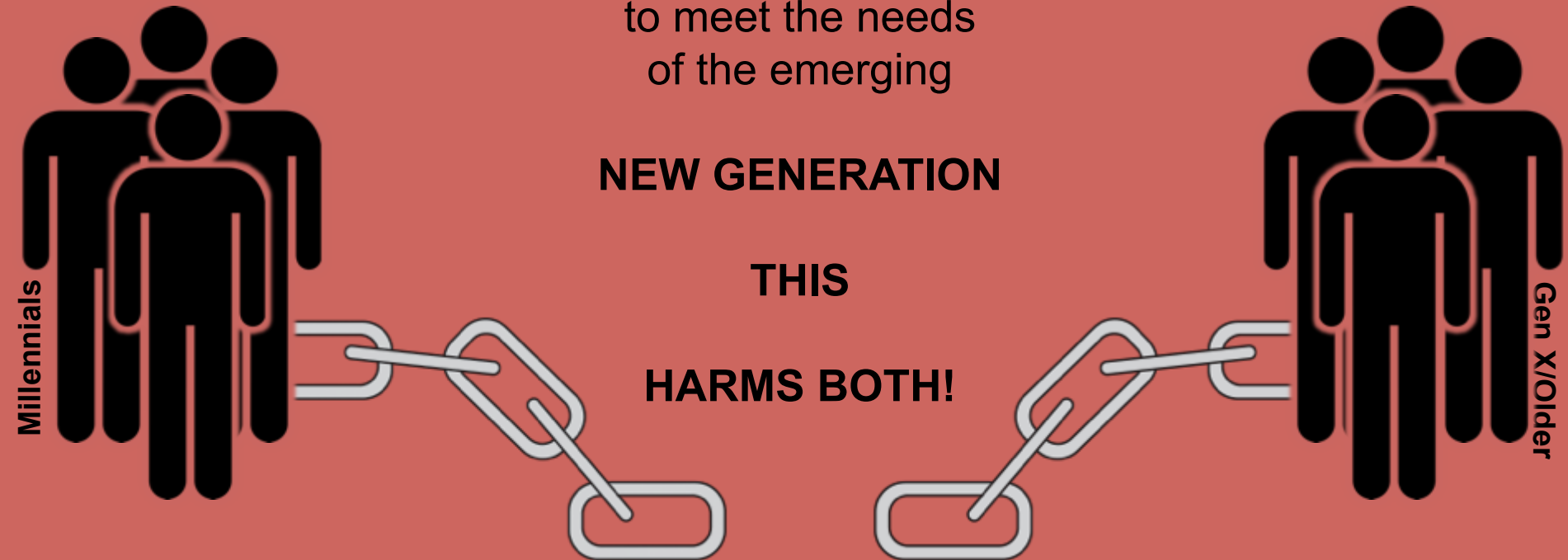
## The harmful disconnect

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

**NEW GENERATION**

**THIS**

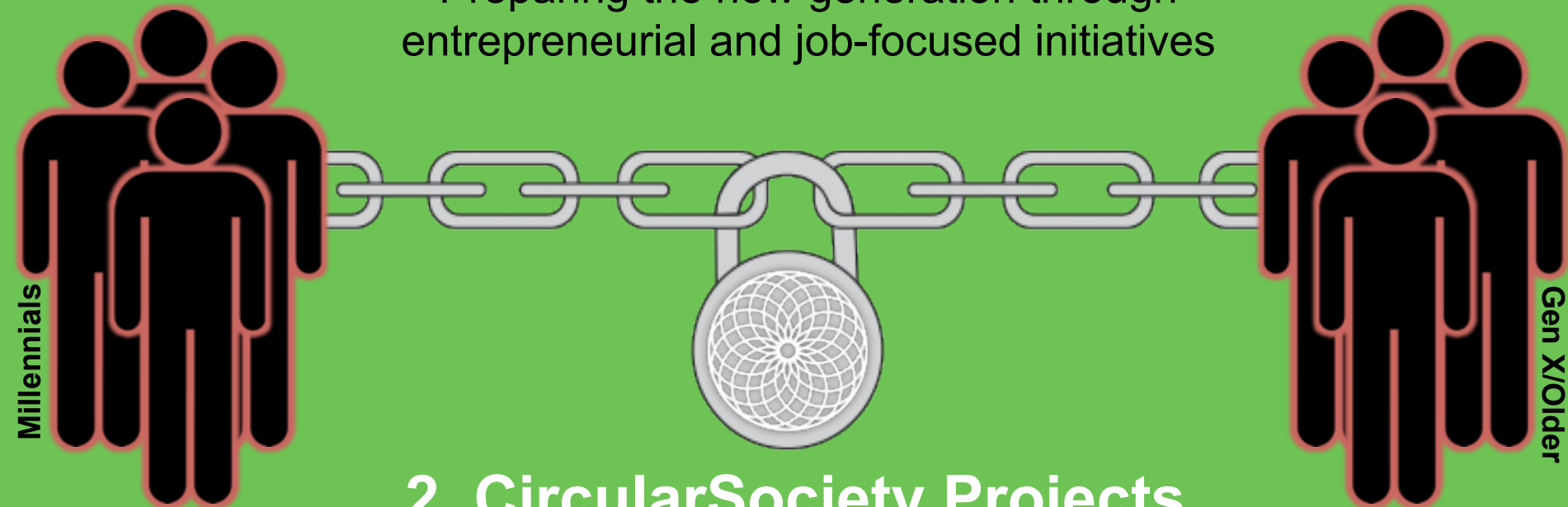
**HARMS BOTH!**



## 1. CircularSociety Education

Helping leaders to create the right ecosystem

Preparing the new generation through  
entrepreneurial and job-focused initiatives



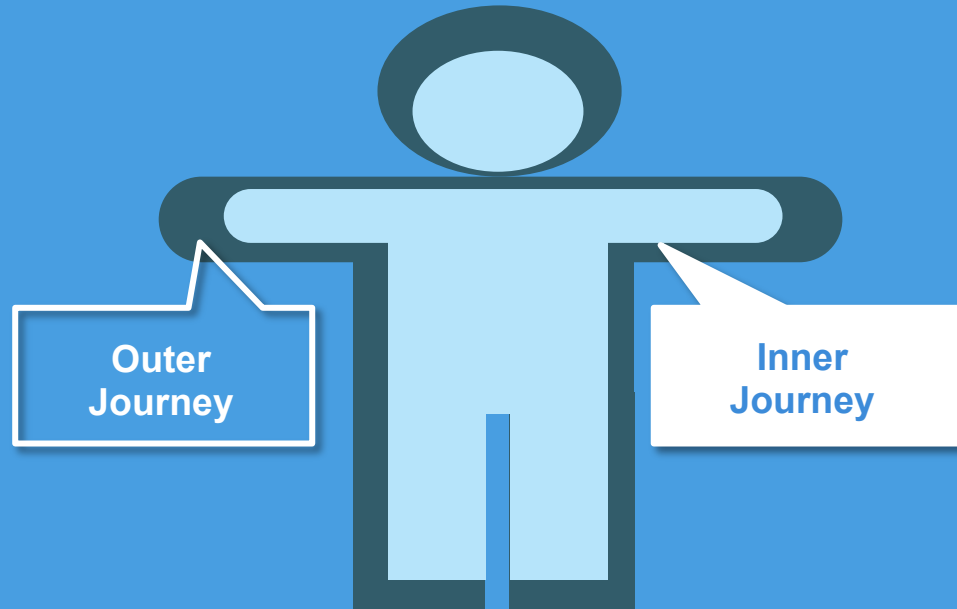
## 2. CircularSociety Projects

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!**