

# Waves of Change

## Second Wave

- Materialism and the supremacy of “man”.
- Stress on competition, self-preservation and consumption.
- Survival of the fittest.
- Winners – Losers
- Power and Control

We are separate and must compete.

## Third Wave

- Growing concern for balance and sustainability.
- Creating value-learning.
- More sensitivity to the issues of conservation, sanctity of life and cooperation.
- Shared responsibility

We are connected and must cooperate.

## Fourth Wave

- Global Stewardship – holistic; people, environment and economy.
- Responsibility for the whole, service, personal fulfillment.
- Integrated ecosystem – stakeholders, employees, families, customers, government – economy, and constituents.
- Unity – business as a means to promote economic, social justice and the environment.
- Global – share leadership at all levels – local, state and national; now and into the future.
- Leaving a Legacy for the future

We are one and choose to co-create.