



Quintessential Top Line Assessment  
The Responsible Business Indicators

*(Assess Your Organization on a 1-5 scale)*

The Responsible Business enriches the lives of its customers

Good Traditional	Trending Toward	The Responsible Business
Seeking high quality, value based offerings based on assessing customer needs and feedback	1   2   3   4   5	Innovates to enrich life of each unique class of users via their experience in or by use of its product or service offerings
Uses trends and competitive assessment to position the offerings favorable in the market	1   2   3   4   5	Ensures customer's has a better life by use of its offerings than they could with competing options the customer has.

# THE RESPONSIBLE BUSINESS



REIMAGINING  
SUSTAINABILITY & SUCCESS

<p>Manages for risk and market fluctuations with special teams when the need arises.</p>	<p>1 2 3 4 5</p>	<p>Delivers offerings reliably available and distinctively “value-adding.” They are ethically created even in the face of market and economic hazards and opportunities.</p>
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The Responsible Business Ensures its Co-Creators can reveal and express their unique essence into their work

Good Traditional	Trending Toward	The Responsible Business
<p>Have benefits above the industry standard, involvement in decision-making,</p>	<p>1 2 3 4 5</p>	<p>Enables unique contributions and opportunities by co-creators to the lives of all stakeholders, starting with customers. C-C are able to experience directly the effect of their work and the value their creations brought to users</p>
<p>Creates team based organizations that are highly engaged in creative work and may even be self-organizing in regard to team work.</p>	<p>1 2 3 4 5</p>	<p>Ensures individuals the opportunity &amp; freedom to complement the work of one or more teams &amp; businesses while at the same time developing their own unique potential. Agency is fostered within the context of contributing as a person to a strategy and global imperatives of the business. True for All co-creators from Earth to Earth.</p>



Have reward and recognition programs for most or all teams as a means to create role models and appreciation	1 2 3 4 5	Actively honors the worthiness of all members of its organization, ensuring the meaningful expression of their creativity
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The Responsible Business seeks to consciously evolve the unique potential of Earth ecosystems and their capacity to regenerate.

Good Traditional	Trending Toward	The Responsible Business
<p>Tracks carefully the arenas of waste and impact such as water use, toxic impacts, carbon footprint, with transparency and reporting openly. May have benchmarks and dashboards for environmental impacts</p>	<p>1   2   3   4   5</p>	<p>Discovers how it affects each ecosystems, how each of the natural resources they provide are unique and how each Life-shed it affects works as living systems.</p>
<p>See the earth and its resources as something they have stewardship for and must protect and restore. They see the environment as their responsibility</p>	<p>1   2   3   4   5</p>	<p>Co-creators experience themselves as Earth citizens, members of their ecosystems. Consciousness of their contributing role and the effects of their actions on local ecosystems and Earth as a whole is pervasive; determined to increase the Life force of the life-shed.</p>



<p>They actively support the reduction of harm and impact on Earth through manage its resource sourcing, utilization and waste management. Seeking out best practices. Focused on Zero waste- cradle to cradle, with a goal of Sustainability across the business.</p>	<p>1 2 3 4 5</p>	<p>Co-creators participate via their production processes to actively evolve the health of ecosystems, their productive capacity, and capacity for regeneration, based on rigorous observation, education and reflection. Reducing harm is important, but their role is truly to regenerate and secure the health and vitality of a living planet.</p>
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The Responsible Business Engages Communities with the intention of developing the inherent potential and unique identity there

Good Traditional	Trending Toward	The Responsible Business
<p>Contribute to charities and philanthropic activities. Often executives volunteer in the community on boards.</p>	<p>1   2   3   4   5</p>	<p>Fosters and develops human systems to reflect and evolve the uniqueness and vitality of each communities, through understanding of a given place, people, and context rather than from standardized and mechanical approaches that are universalized across different cultures and landscapes.</p>
<p>Stays clear of political concerns or perhaps contributes to both sides of an issue</p>	<p>1   2   3   4   5</p>	<p>Seeks out, develops, and supports communities, as they develop initiatives, to integrate diverse perspectives. They actively support community efforts to reconcile multiple perspectives and opinions rather than perpetuate divided interests and polarized confrontations.</p>



Finds best practices that ensure they are doing the least harm in the community to jobs, culture and the environment; report progress in engaging in these practices	1   2   3   4   5	Supports and promotes community governance based on the rights and obligations of all living beings to contribute to and participate in societal and ecological health
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The Responsible Business Measures and Generates Systemic Wealth and Promotes Conscious Capitalism.

Good Traditional	Trending Toward	The Responsible Business
<p>Takes fiduciary responsibility for the investment made by all shareholders. They manage the business with the intention of creating a good return relative to other options investors may have.</p>	<p>1   2   3   4   5</p>	<p>Pursues durable returns from investment toward the creation of wealth for all stakeholders. They work with their investors to be conscious capitalists to understand they are engines for the creation of systemic wealth. They understand that reconciling apparent conflicts among stakeholder interests is the source of creativity and wealth for themselves and for all.</p>
<p>They follow legal and ethical guidelines as created by courts and regulatory bodies</p>	<p>1   2   3   4   5</p>	<p>Advances the industry's character and capacity while building asset value. Ensuring the viability and vitality of an industry is served the investing process but also has the intention of fulfilling a conscious capitalistic imperative upon which the larger economies depend.</p>

# THE RESPONSIBLE BUSINESS



REIMAGINING  
SUSTAINABILITY & SUCCESS

<p>They engage in risk management, with efforts to ensure availability in up and down markets and foster on efficiencies</p>	<p>1 2 3 4 5</p>	<p>Understands divergent and destabilizing forces in governing processes, economies and markets. It leverages these forces to create beneficial world-changing effects and increasing effectiveness for all stakeholders</p>
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