



## Five Stakeholder Principles of The Responsible Business

### *Customer Principle:*

Care for your customer's life—beyond their aspirations  
Ensure people become *alive* with what you offer, and stay at the top of your game by ensuring customers feel it is taking better care of them than competitors would.

### *Co-Creator Principle*

Build relationships with co-creators around a improving the customer's life and delivering beyond their aspirations. Value and support the co-creator's ability to bring his or her unique contribution to work. Connect the lives of co-creators to the lives of customers, thereby unifying and nourishing the work.

### *Earth Principle*

Cultivating a partnership with Earth and discover ways to enrich the distinctiveness of the contributed material that are sourced. Natural systems continue to provide source materials of high quality only when nourished. Co-creators exercise stewardship for this nourishment because their effectiveness depends on it.

### *Community Principle*

Engage communities consistent with the distinctive story of that Place. Story of Place informs the culture and gives community members a strong collective ownership of where they live. When sourcing materials and engaging in business, a business accepts stewardship for the collective—the community. Understand and cultivate the importance of