



The Responsible Business' Management Mantras

Attention Produces Intention

Self-Accountability Drives Responsibility

Change the Culture, Change the Game

- *Education Leads Business Evolution*
- *Core Teams Steward the Business Boundaries*
- *Internal Resources Build Capability*
- *Work is Redesigned for Self-Responsibility*

Make Promises-Beyond-Ableness

Design Work for Improvisation

Amplify Earth's ROI

Leave Communities Better Than You Found Them