



Dr Lionel Boxer CD      September 2005  
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# *Deal with the Residue*

## Sorting Out Recalcitrance

Sustainable Living Festival

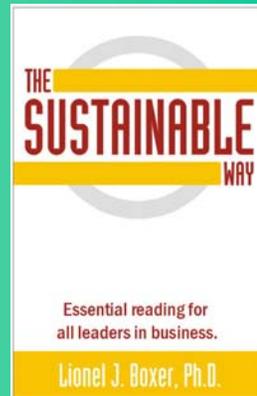
16 February 2007

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The Sustainable Way





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# *Deal with the Residue*

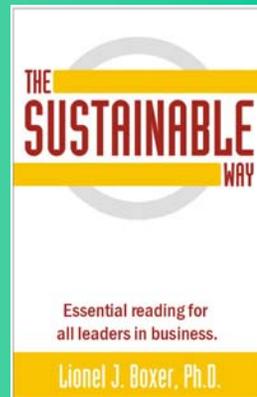
The Sustainable Way



**Do People Have  
the Right to  
Behave  
Unsustainably?**

**No.  
They do not.**

Boxer, L.J. (2005) *The Sustainable Way*, Brolga Publishing, Melbourne





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# *Deal with the Residue*

## The Sustainable Way

What do people think they can get away with doing in order to maximise their remuneration?

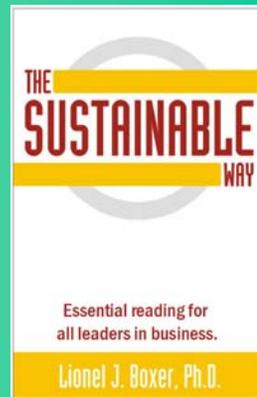
Leaders need to notice the current situation.

Leaders need to envisage a future state of affairs and then attract others to that vision.

What about recalcitrance?

If recalcitrance is permitted the sustainable way will not happen.

If the system continues to reward people for not following the sustainable way then the sustainable way will not happen.





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The recent Cole Inquiry into bribery and corruption

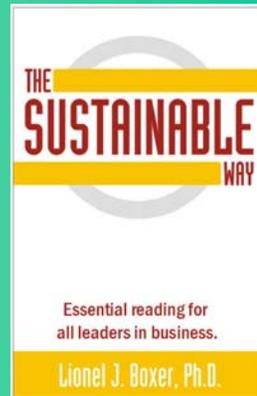
On 30 January 2006 *The Melbourne Age* newspaper reported:

“The commission of inquiry probing ... murky deals ... has revealed further details ... to show ... a culture of kickbacks.”

The system – underlying mood – rewards kickbacks.

People will lose money if they do not accept kickbacks.

Should people have the *right* to accept kickbacks?





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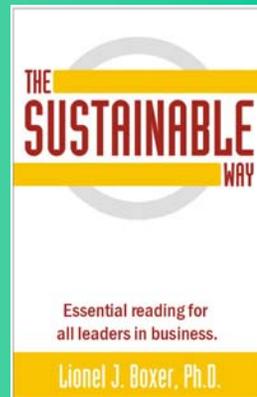
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**Always  
dealing with  
yourself.**

**Always  
dealing with  
individuals.**

**Management can refer to  
leading:**

- a business
- a society
- a family
- oneself



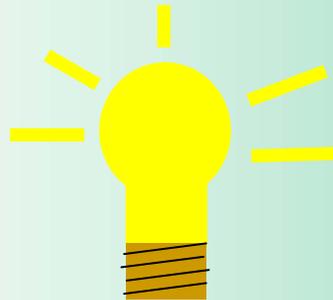


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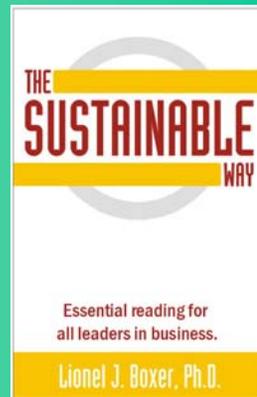
**Based on my  
framework ...**



**Today look at:**

**What some leaders are  
doing to deal with  
sustainability.**

**These leaders are well  
known for dealing with  
sustainability issues  
well.**





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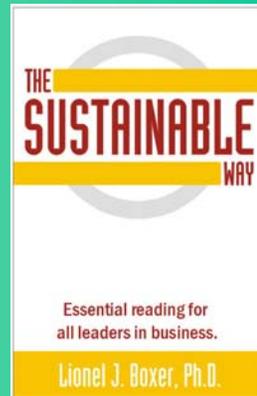
**After 20 years  
of working  
with various  
organisations  
I noticed:**

**Some get on with the  
change they ask me  
to help them with.**

**Some never really  
accomplish anything.**

**I wanted to understand why.**

**I discovered something very simple, but  
very interesting.**





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# Deal with the Residue

*Rights*

*Duties*

The interaction of each of these components generates a social phenomena:

I call it a *mood*

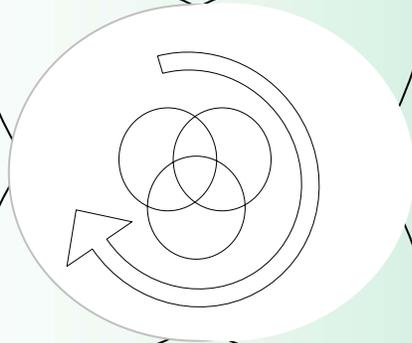
I only have 50 minutes today. So, I will only discuss *Rights*

*Actions*

*Moral  
Order*

*Rights* is most important – get that correct and ...

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Essential reading for  
all leaders in business.

Lionel J. Boxer, Ph.D.

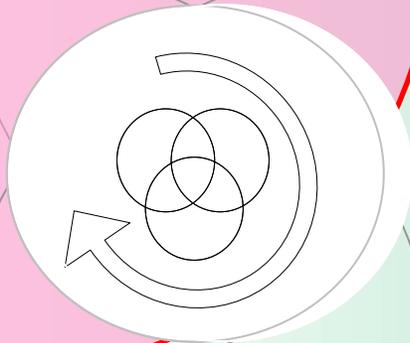


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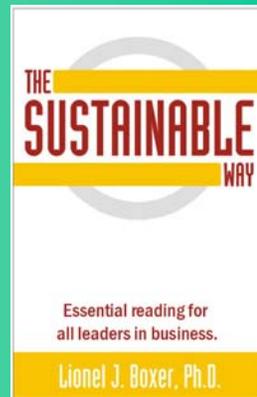
## ***Rights***



I think that:

- *Mood* is influenced by four components.
- The most important to deal with is *Rights*

*Rights* is most important – get that correct and ...



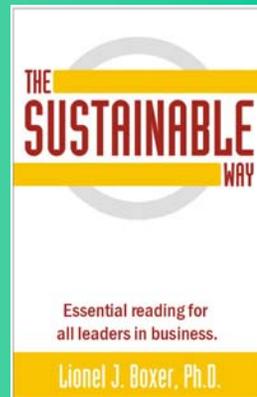


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# *Deal with the Residue*

Critical Mass conducts monthly bicycle rides to raise awareness of the rights of cyclists. In doing so they assemble a mass of bicyclists that obstruct motor vehicle traffic out of major cities.

Do they have the right to do that?



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# *Deal with the Residue*

**After writing a letter to a Sydney newspaper supporting critical mass, I read this reply:**

To Dr Lionel Boxer - You are an intellectual twit, Critical Mass may have a right to peaceful protest, but they do not have a right to cause disruption to innocent people going about their daily lives. You are just as stupid as Critical Mass if you think everyone has the luxury of weighing up their transportation options. I'll make sure I bail up the next car I see with a pregnant, injured or disabled person and tell them to get on their bikes, maybe I'll include police and ambulances as well. Critical Mass are just car fodder to me. Long live 4WD's. Posted by: Snake of China 10:10am  
November 29, 2006

Essential reading for  
all leaders in business.

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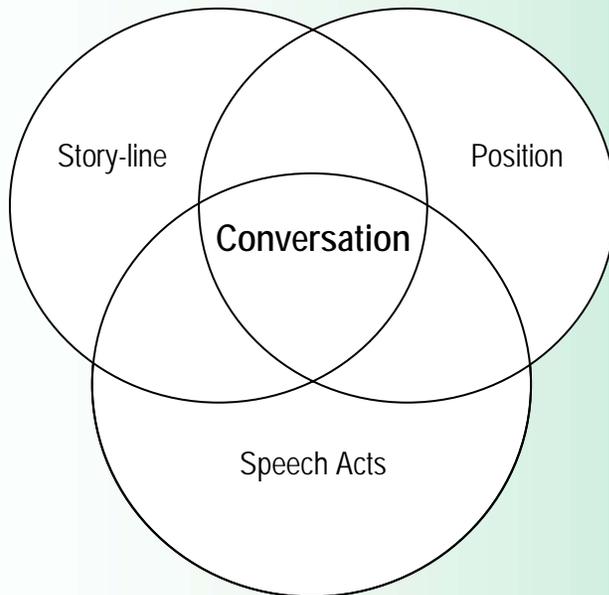


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# *Deal with the Residue*

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Mood affects how we  
position  
ourselves and others



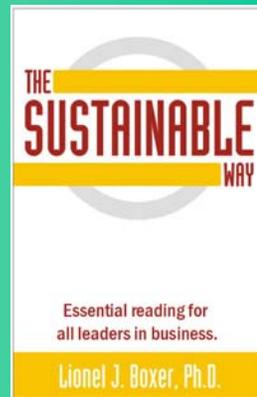
## **Positioning Theory**

**We need to deal with  
sustainability issues  
by speaking with  
people.**

Storyline: Sustainability must be dealt with.

Position: Your authority to take action.

Speech Acts: Use of illocutionary force.





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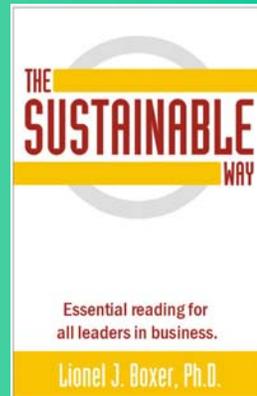
# So What?

Two people meet – speak –  
impose their view.

Each conversation has an  
impact on reality.

Cumulative impact.

100,000 people SLF ...

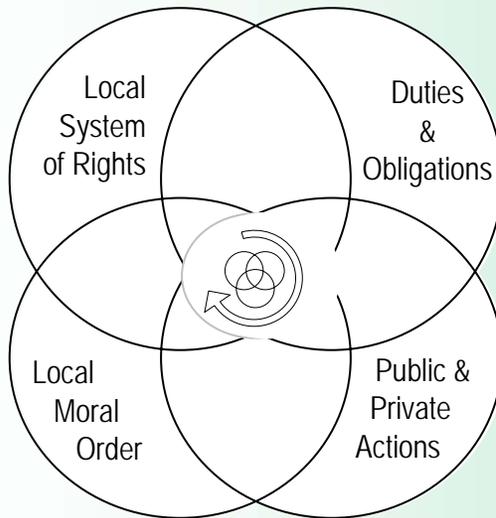




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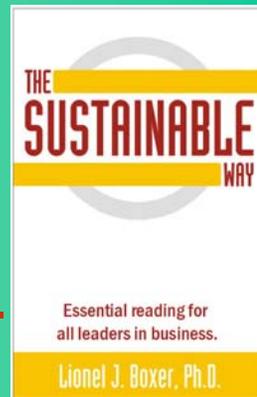
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How do you feel if you sit at a table that wobbles?

Do you try to level off one leg – fold a piece of cardboard and stuff it under the shortest leg?

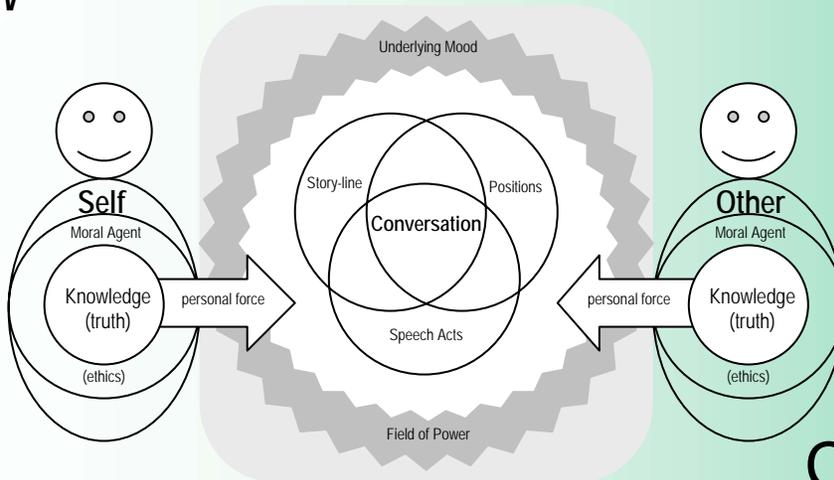
Align mood by adjusting one of the four components.





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# The End *Deal with the Residue*



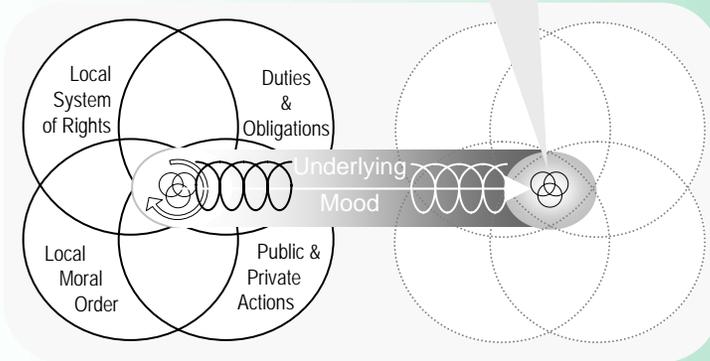
CEOs who deal with sustainability well

Clearly understand mood

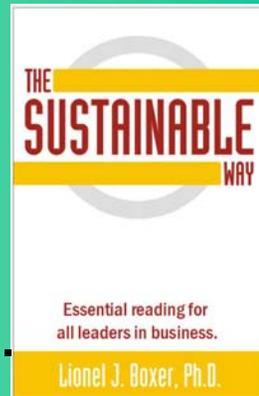
**align the mood**

by adjusting one or all of these four components.

They speak with others.



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## Questions?

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