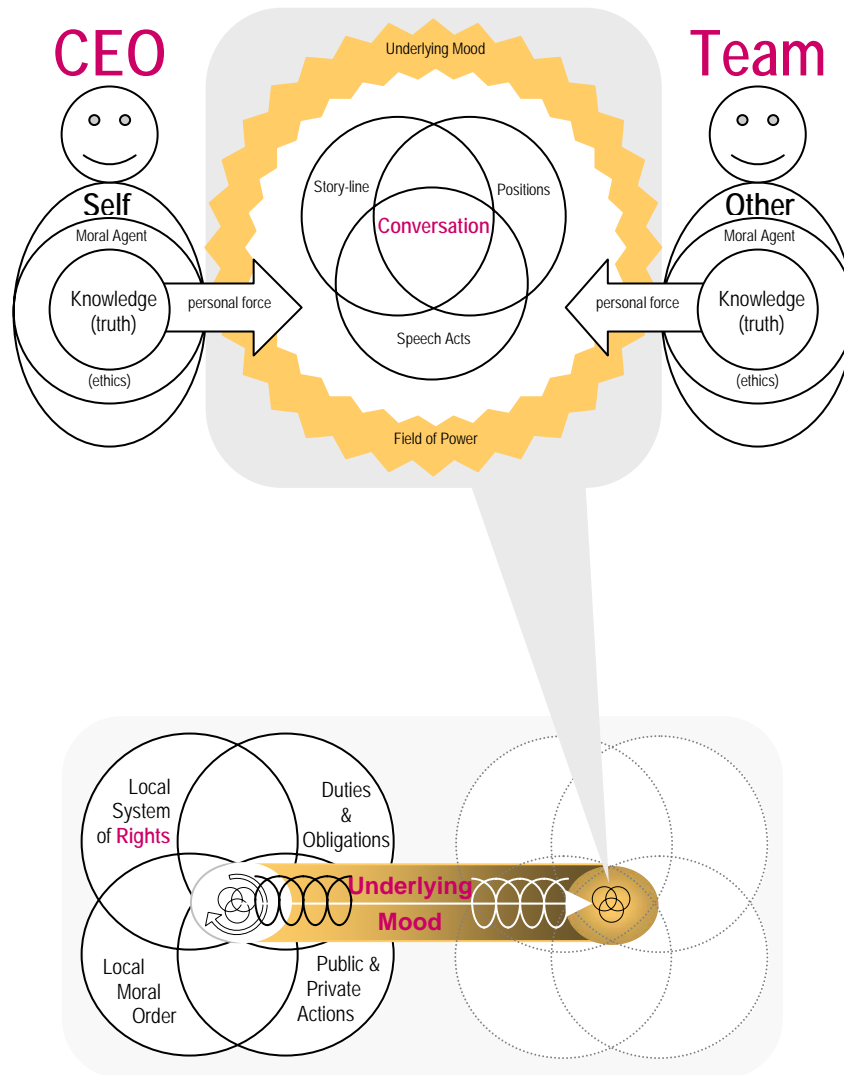


CEOs Who Deal With Sustainability Issues Well Align the Underlying Mood



These CEOs understand the *underlying mood* in their organisations and take steps to align that *mood* with the sustainability issues facing their businesses. They achieve this alignment by speaking with individuals and groups. Once in place, in speaking with individuals and groups, CEOs help people to behave in accordance with the *underlying mood* that has been established to deal with sustainability issues. Of greatest importance is the recognition of those who inappropriately perceive they are exempt from dealing with these sustainability issues and **correct those inappropriate perception of RIGHTS**.

Those CEOs who do not deal with sustainability issues well neglect to challenge recalcitrants and permit the underlying mood to be redirected by such bad examples.



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Read
The Sustainable Way
<http://intergon.net/tsw>

