

Worldviews Model – Where are you? Where is your Organisation? What are the implications?

| "Why am I here?" | Individual Attitude and Behaviour | Business Attitude and Behaviour | Global and Humanitarian Implications |
|--|---|---|--|
| 1. Egocentric Individualism <i>"To win at all costs"</i> | The individual is entirely focused on fulfilling personal desires, viewing others and the world as resources to be used for their benefit. They are (wilfully or disinterestedly) blind to any connection between their actions and broader impacts on society or the environment. | The business is solely focused on maximizing profits, with little to no regard for environmental or social impacts. Resources, people, and the environment are viewed solely as tools and opportunities for further financial gain, and the business takes no responsibility for negative externalities. | A world dominated by people and businesses focused on self-interest and profit maximization would lead to rampant environmental degradation, resource depletion, and widespread social injustice. Climate change would accelerate, ecosystems would collapse, and inequality would deepen as resources are exploited with no regard for the future or human well-being. |
| 2. Cynical Self-Interest <i>"To live my best life"</i> | The individual recognises the existence of broader societal and environmental issues but remains almost exclusively focused on personal gain. They continue to prioritise their own needs and largely ignore potential implications for others (except perhaps friends and family) or to the planet. | The business acknowledges environmental and social concerns but only meets the minimum legal requirements to avoid penalties or bad press. Efforts to address these concerns are superficial and serve primarily to avoid prosecution and protect the business's reputation and profits. | In this stage, minimal efforts would be made to address environmental and social issues, but they would be largely reactive and insufficient. Regulations might slow down some destructive practices, but the overall trajectory would still be toward significant ecological harm and increasing humanitarian crises. The global focus remains on maintaining short-term stability rather than preventing future disasters. |
| 3. Token Compliance <i>"To be admired"</i> | The individual the need to address collective societal and environmental issues and makes token efforts toward addressing them, such as recycling or donating occasionally. However, these actions are at a level that is largely symbolic and which does not inconvenience them or require any lifestyle changes. | The business takes symbolic actions to appear socially and environmentally responsible, such as launching small sustainability programs or making charitable donations. However, these actions are not integrated into the core business model and are mainly for marketing purposes and for protecting profit levels. | While some improvements in environmental and social conditions might be seen, these would be mostly cosmetic. Initiatives like charity campaigns or "greenwashing" efforts would provide temporary relief, but systemic problems such as pollution, inequality, and exploitation would persist. The world would see minor positive changes, but they would fail to address root causes, and long-term threats would continue to grow. |
| 4. Cautious Engagement <i>"To be respected"</i> | The individual is more aware of their impact on the environment and society and has incorporated basic responsible behaviors, such as actively reducing waste and supporting ethical products. However, they remain cautious and do not fully commit to prioritising collective welfare over personal comfort and convenience. | The business starts to adopt some sustainable and socially responsible practices but only in areas where it sees potential financial benefit or consumer demand. It makes incremental changes but does not fully commit to rethinking their work to better address broader environmental and social challenges. | Globally, there would be a shift toward more responsible behaviour. Governments and organizations would implement policies that support sustainability, but they would be limited in scope and ambition. Environmental degradation would slow, but not reverse, and humanitarian issues like poverty and inequality would remain prevalent, though mitigated in certain regions or industries. |
| 5. Balanced Responsibility <i>"To love and be loved"</i> | The individual actively balances personal well-being with a sense of responsibility for others, the environment, and future generations. They consciously make decisions that consider both their own desires and the collective good, taking moderate actions to support environmental and humanitarian causes, and to adapt their own behaviours. | The business actively seeks to balance profit with ethical considerations. It integrates sustainable practices into its operations, considering long-term environmental and social impacts while maintaining profitability. The business recognizes its role in promoting positive change but remains cautious about making radical shifts. | The global community would reach a point of balance where the negative impacts of human activity are being managed responsibly. Renewable energy, ethical supply chains, and social equity would become more widespread. Although not perfect, the world would be on a path toward sustainable development, with steady improvements in both environmental and humanitarian outcomes. The SDGs would become achievable, and life sustainable. |
| 6. Collaborative Stewardship <i>"To make a difference"</i> | The individual actively participates in efforts to support the environment and society, engaging in community initiatives and advocating for sustainable practices. They balance their needs with the needs of others and the planet but have not yet reached the point of significant personal sacrifice or adopting this as their primary role in life. | The business becomes a leader in sustainability and social responsibility within its sector. It collaborates with other companies, organizations, and stakeholders to drive industry-wide changes and innovation. The business seeks to align its growth and innovation with the well-being of society and the planet. | A world where organizations and individuals collaborate to prioritise sustainability and social responsibility would result in significant global improvements. Climate change mitigation efforts would be successful, biodiversity loss would be reversed, and global inequality would decline. Communities and ecosystems would be more resilient, and cooperative efforts between countries and industries would promote widespread prosperity. |
| 7. Committed Altruism <i>"To serve"</i> | The individual embraces a personal role and lifestyle that prioritises the well-being of others, future generations, and the planet. Personal desires are frequently set aside in favor of collective welfare. They engage in significant advocacy and make personal sacrifices to support a sustainable and just world. | The business adopts a purpose-driven model (<i>making a positive difference</i>), prioritising environmental sustainability and social justice over short-term profits. It makes significant investments in green technology, ethical supply chains, and community development, often at the expense of higher profit margins. | With a majority of people and organizations focusing on global well-being over personal or financial gain, the world would undergo a profound transformation. Environmental regeneration would accelerate, global poverty would be greatly reduced, and social justice would be prioritised. Economic systems would shift toward more equitable models, fostering widespread access to resources, education, and opportunities for all. |
| 8. Self-Sacrificing Stewardship <i>"For others"</i> | The individual views their existence as primarily in service to the future, the environment, and humanity. Their personal desires are secondary to ensuring the well-being of others and the planet. They make profound personal sacrifices to create and maintain a sustainable and equitable future for all. | At the highest stage, the business operates with the primary goal of benefiting society, humanity and the environment. It views its role as a steward of the future, actively empowering ecosystems and communities, to create a sustainable future. Profit is seen as a tool for achieving these goals rather than an end in itself. | In the highest stage, the planet would enter a period of regeneration and flourishing. Human activity would be deeply aligned with the health of the Earth and future generations. Ecosystems would thrive, and human societies would achieve unprecedented levels of cooperation, equity, and justice. Conflict and scarcity would be rare, as resources are managed in a way that benefits both humanity and the planet. |