



Stop and Reflect

Issue: # 160

December 2013

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Hantz Farms: Detroit's Saving Grace

UPCOMING EVENTS:

THE END OF THE YEAR!



TAKE TIME TO NOTICE IT AND REFLECT WHAT IT MAY MEAN.

Coaching Teams for High Performance

Find out more about the powerful design to become a [High Performing Team](#).



Quick Links

Missed an issue? Find them in the [Newsletter Archive](#)

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Dear Reader,

Innovation - the challenge where our imagination meets the future we create. Who dares not to see innovation as something positive?

But - is all innovation good for us?

This is the question that [Mark Stoiber](#), green brand strategist and writer who helps clients build resilient, "future proof" brands, asks and whose reflections we share with you this month.

Enjoy the reading. (And check out the **Quote of the Month** at the bottom - inviting you to Stop and Reflect...)

PRINCIPLE-POWERED INNOVATION

By Marc Stoiber

Innovation is a hot topic. You hear daily about its democratization, globalization and acceleration. But in all the breathless wonder at our speed of progress, one question seldom gets asked: is every innovation good for us?

This is where the concept of principled innovation comes in.

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Bono work in corporate
history**

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Stop and Reflect

Editor: [Isabel Rimanoczy](#)
Co-Editor: Tony Pearson

**Start the Day with a
Breath of Fresh Air**



[Sign up for Isabel's Quote of the Day](#)

I first heard the term from [William McDonough](#), with whom I first spoke prior to the [Sustainable Brands '13](#) conference. McDonough introduced the world to Cradle to Cradle thinking, and is now pushing for a radical rethink of sustainability with his new book [The Upcycle](#).

In our conversation, he said the massive disruption we need to create companies that are [future proof](#) (those that help create a better world, for example, instead of those that shoot for 'less unsustainable' output) will only come with a new twist on innovation.

In his words, "The most powerful enterprise is driven in the opposite direction of conventional business. The innovation methodology of conventional business - which begins with metrics, short-term tactics and strategic goals - makes truly positive disruptive progress difficult. It's designed to perform against - and is subsequently constrained by - benchmarks."

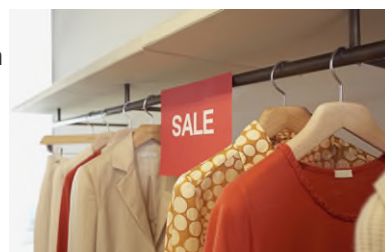
"When I set out to innovate, on the other hand, I start with my values - I ask myself how this innovation will benefit all the children of all species for all time. Then I overlay the filter of [my principles](#). Finally, I overlay the business goals, strategies, tactics and metrics the innovation should answer. That's how principled innovation happens." [Read More...](#)

[We want to hear from you!](#)
[What role does innovation play for you?](#)
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When cotton counts

Concern about forced labour in the cotton fields of Uzbekistan is prompting an increasing number of brands to refuse to buy cotton from the country, according to campaign group the Responsible Sourcing Network(RSN). I



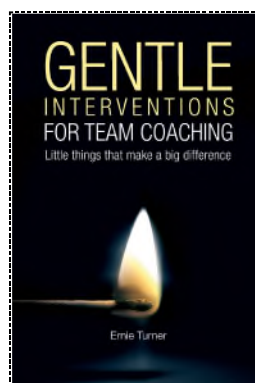
n the run-up to this year's cotton harvest, Ikea, Marks & Spencer and Canadian sportswear label Lululemon athletica joined 133 other signatories in a pledge against forced labour. As we have reported in Ethical Corporation, each year in Uzbekistan, under a "quasi-feudal" system, state employees, students and even young schoolchildren must help out with the harvest or face punishment. Uzbekistan has this year, for the first time, allowed International Labour Organization inspectors to observe the harvest, though it is "difficult for citizens to speak openly with ILO monitors", RSN says. [Read more](#)

Give yourself a little gift



7 minutes you won't regret- The Color Favela Project

It's Out!!



GENTLE INTERVENTIONS for TEAM COACHING

Little things that make a BIG difference

Have you wished there was a book with simple tools, that you could just read and try out next morning with your team, and that would be so powerful that it would qualify for the "best of the day" for everyone?

Wish no more and check out Ernie Turner's latest book with stories and tools that are powerful, simple and fun. [Click here](#)

QUOTE OF THE MONTH

If you want to be trained in innovation, spend time with a child.

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