



## WHAT'S WRONG ON AN ORGANIZATIONAL SCALE

*Conventional is elephantine*

The implicit, and often explicit, singular goal of conventional business (and increasingly of other organizations) is to make money, usually as much money as possible as fast as possible.

Vision statements, mission statements, and inspirational quotes are made into posters with rowers and bikers and hung on the wall, but are hung out to dry when profit is in peril.

That's the bottom line.

The conventional focus on preposterous profit-making is the elephant in the room, and that elephant is turning white.

Conventional makes us blind to bigger holistic truths.