



Flow Impact Fund Book Publication

A Greenleaf Publishing title

September 2016

Business as an Instrument for Societal Change

In conversation with the Dalai Lama

Sander G. Tideman

“Societal leadership is good for business”

Business as an instrument for Societal change, in Conversation with the Dalai Lama is the result of two decades of research and dialogue with His Holiness the Dalai Lama and other leaders in business, government, science and education. Author Sander Tideman, a lawyer and former banker who has maintained a friendship with the Dalai Lama over the last 20 years, presents a practical framework and methodology to develop a new kind of leadership: societal leadership in business, which is fit to tackle escalating social, economic and environmental needs and repurpose the business world. At the heart of the book lies the journey to discover our shared purpose, which ignites new sources of value creation for the organisation, customers and society. This ‘triple value’ is achieved by embedding a sustainable strategy at the heart of business operations and by responding to the fundamental reality of interconnectedness.

Business as an instrument for Societal change, in Conversation with the Dalai Lama is a readable and intelligent exploration of how leaders can actually help to shape a sustainable global economy by embracing innate human and humane behaviour. It is also Tideman’s fascinating personal journey, which brought him to question the underlying motivations and goals of businesses leadership and to seek a new paradigm for a more sustainable approach. Reflecting Tideman’s sharp business perceptions and infused with the Dalai Lama’s unmistakable joy, this book has the power to change your way of thinking.

“All business leaders should read this book, as wisdom is the most important leadership character trait that we all need and has been for most of us a serious missing link in our development. This book is not only a great gift but also a great responsibility, for – as this book shows – change is possible.”

Tex Gunning, CEO, TNT Express

“The book’s key message is clear: if we truly want to create a more sustainable economy and compassionate society, we should learn to employ new mindsets and concepts.”

Anders Ferguson, Founding Principal, Veris Wealth Partners

“This book draws us a map for the positive future of business at a time when we desperately need inspiration and guidance on where to go next.”

Erica Ariel Fox, author of *New York Times* bestseller *Winning From Within*

“This is an inspiring, original, and far-sighted business book. The major achievement of this work is, in my view, is that it is the best business explanation of the connection between inner and outer transformation I’ve ever seen.”

David L. Cooperrider, PhD, University Distinguished Professor, Case Western Reserve University

SANDER TIDEMAN became an expert in leadership development and sustainable business after a successful career as banker and business consultant. He has worked with organizations across the world and is Managing Director of Mind & Life Europe, Senior Research Associate at the Business-Society Management of Rotterdam School of Management, Erasmus University (RSM), and a co-founding partner of Flow Foundation and Flow Impact Fund.

[Click here](#) to read a sneak preview about the book or to order a copy.

This book is especially written for:

Organisational leaders and change makers in business, students, teachers and scholars at Business Schools and Universities and consultants active in the field of leadership development, organisational change, sustainability, value creation and sustainable performance and who want to develop a business which 'Wins with Society'.

You may also be interested in these next steps:

- **Starting September** we will be offering [senior in-company dialogues and presentations](#) with many examples from business, as well as facilitated in-company shared purpose workshops.
- **From October** on you will have the opportunity to benchmark your own and your organizational leadership, shared purpose and capabilities with our new [shared purpose assessment tool](#).
- **From Q4** onwards we will be organizing Building Societal Leadership for Triple Value [round tables](#) all around the world to facilitate best practices, sharing and discussion.

Do let us know if you'd like to receive an invitation for a round table or are interested in an in-company workshop. [Click here to send us an email](#).

We promise to keep you apprised of new developments as they become available.

Flow Impact Fund is dedicated to bringing the ideas described in this book into the world. It supports research and education projects and creates awareness for the development of societal business leadership to create triple value with organizations and society. Specifically, it focuses on the creation of educational modules, insight & knowledge, practical tools and metrics for leaders within the framework of "Winning with Society". Flow Impact Fund also supports social impact projects for young personal leadership development in countries such as Bhutan, Tibet and Nepal, in conjunction with offering educational Triple Value leadership journeys for business leaders to these countries.



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