

# CSIB 736: “Badlands: The Social Dimensions of Sustainability”

Winter Term A, 2008

Mondays, 6:30-9:30pm (1.5 credit hours), Room 2230 Ross

Instructor: David Berdish, Manager of Sustainable Business Development, Ford Motor Company  
Erb Advisory Board

## **Course Description:**

The purpose of this course is to integrate approaches of strategies for social sustainability with systems thinking exercises. The course will describe the design and development of culture change with emphasis on social "intrapreneurs" and the works of John Elkington.

Participants in this course will be treated as future leaders with the responsibility of understanding the social dimensions of sustainability and creating business opportunities from that understanding. The new leader will embrace complexity, think in systems, understand mental models and will be humble and empathetic.

Participants will work to better understand leadership, culture and the challenges of sustainable development. Please prepare to engage in the conversation and the learning. The course grade will be determined entirely by the quality of participation and the completion of short papers of personal reflection in which they will summarize her/his learning around the readings, class sessions, and personal events. Journal entries should be about 5 pages a week, for a total collection of about 25 pages. Periodic feedback checks will be in place to keep the participant aware of her/his progress.

## **Main Text**

- The Power of Unreasonable People by John Elkington and Pamela Hartigan, Harvard Business Press
- The Social Intrapreneur: A Field Guide for Corporate Changemakers, SustainAbility

## **January 5: Overview**

- Introductions, Expectations, Rules of the Game, Introduction to Systems Thinking and Mental Models, Thinking about what makes people unreasonable!
- Reading Assignment: Social Field Notes,1; Power Introduction
- *Journal Entries (5 PAGES) due Saturday, January 10*

## **January 12: More Systems Thinking**

- Challenge assumptions. Shifting the burden, tragedy of the commons and the ladder of inference. Developing new models and thinking through new systems.
- Reading Assignment: Social 2-3; Power 1,3
- *Journal Entries (5 PAGES) due Saturday, January 17*

## **January 26: New Markets, Strengthen Relationships, Understand Perspective**

- Understand the new eco-system. Understand the relationships within the system. Show the big picture. It's a brand new marketplace-- collaboration, stakeholder engagement, forming partnerships. Understanding expectations and thinking about democratization with respect to capitalism.
- Reading Assignment: Social 4; Power 4,6
- *Journal Entries (5 PAGES) due Saturday, January 31*

## **February 2: New Business Models**

- Financing, scaling, forming alliances, unique joint ventures and the leadership required (e.g., New Mobility)
- Reading Assignment: Social 5-6; Power 2,7
- *Journal Entries (5 PAGES) due Saturday, February 7*

## **February 9: Trust = Speed**

- Figure out where trust breaks down. Determine our trustworthiness and what we stand for. Wisdom. Lessons.
- Reading Assignment: Social 7; Power 5, Conclusion
- *Journal Entries (5 PAGES) due Saturday, February 14*

## **February 16: Changing the Universe is an Inside Job**

- Talking courageously!
- Multi Media Summary