

Do people have the **right** to behave unsustainably?

Dr Lionel Boxer

Dr Boxer has worked with organisations since 1981 to improve the quality of management and operations. In many cases his efforts have contributed to reduction and elimination of pollution, but sometimes little change occurs.

This led him to research what ensures effective dealings with sustainability issues and publish, *The Sustainable Way*. He was awarded Fellow of the Quality Society of Australasia, listed in *The International Who's Who of Quality*, and nominated for a Banksia Environmental Award.

He is a consultant with Intergon and an adjunct research fellow with the Centre for Management Quality Research at RMIT University, where he lectures, supervises research students and publishes.

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Sustainable Living Festival
Talks Program

Friday 16 February 2007
2.00 - 3.00pm
Think Tent
Federation Square
Free Entry

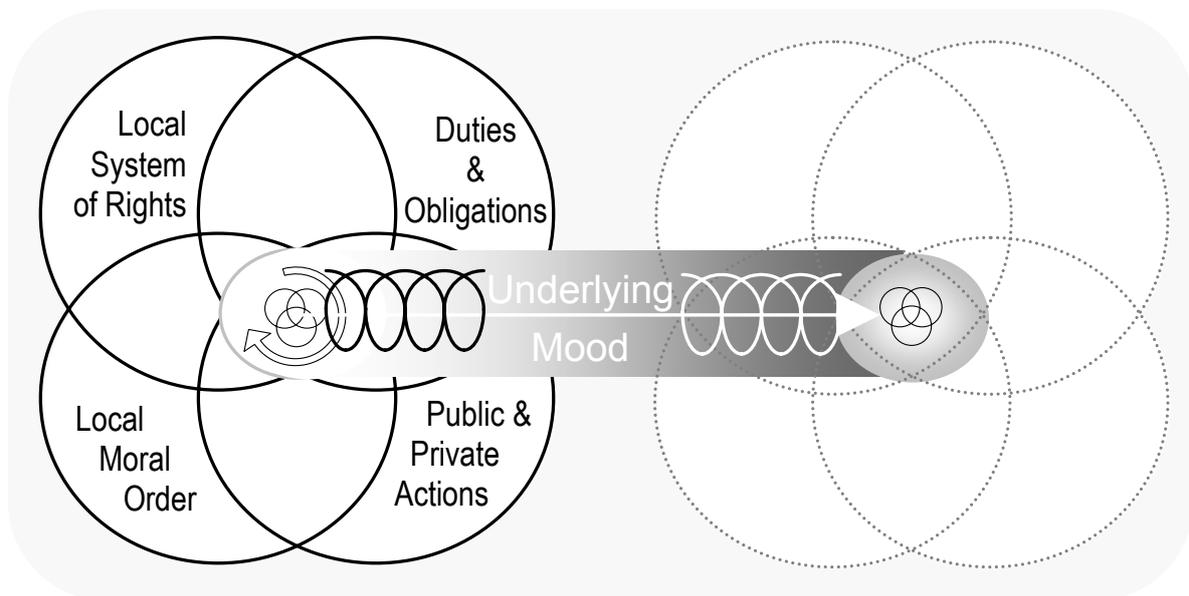
Dr Boxer's appearance is sponsored by the
Centre for Management Quality Research

Often the sustainable way is more about helping people understand than telling them what to do. The understanding begins with top management; often those people doing the work already understand the sustainable way. The sustainable way requires self reflection about rights, duties, the moral order and actions.

The Discussion

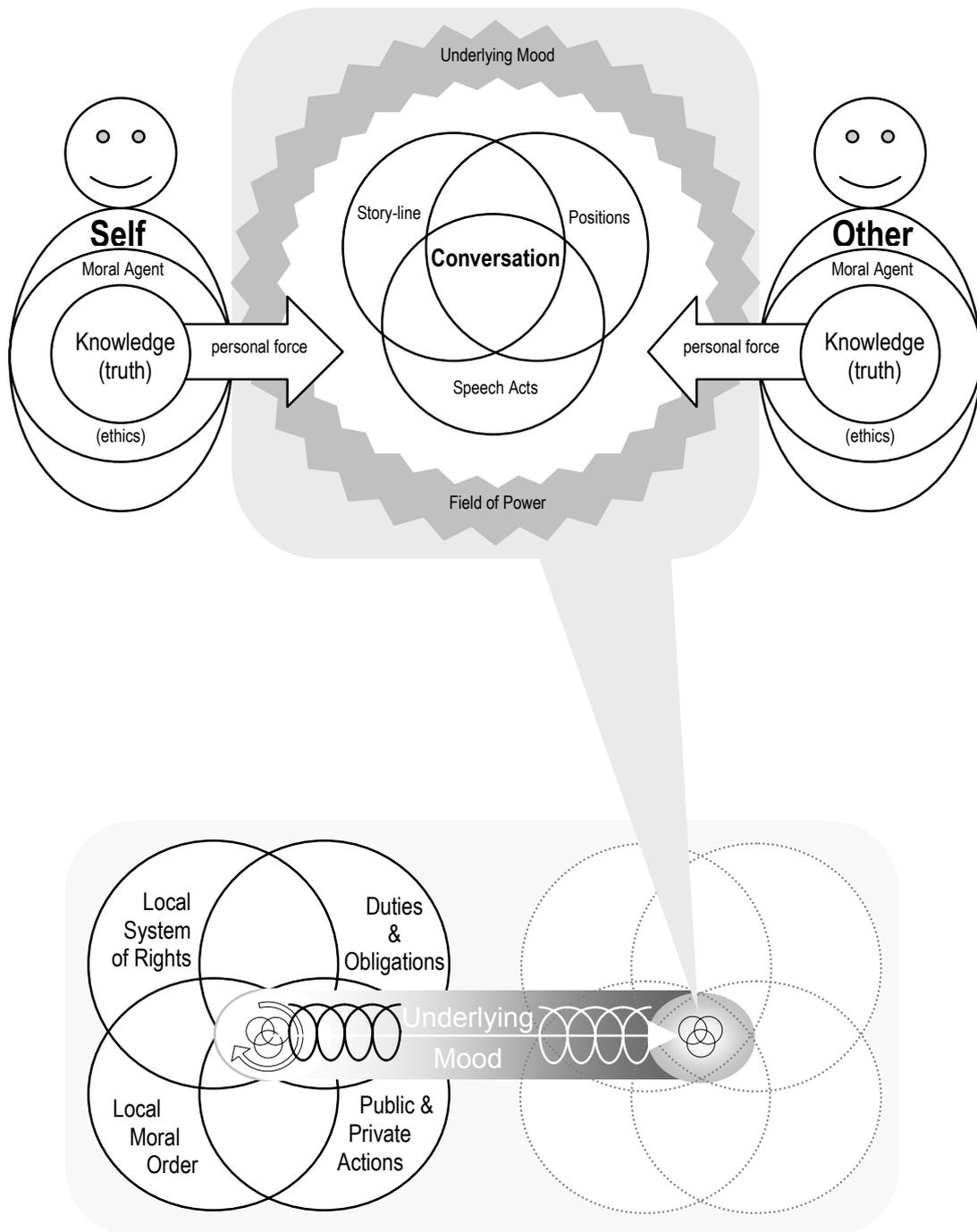
Do people have the right to behave unsustainably? No they don't. But some people think they have the right to behave in an unsustainable way. The challenge we all face is to deal with people who have outdated perceptions of the way they can behave.

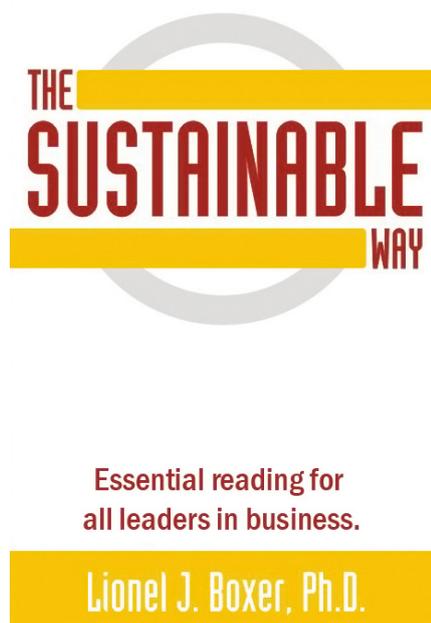
This is especially important for leaders of organisations, who hope to deal with sustainability issues in an appropriate and responsible way. Dr Boxer will discuss the idea of rights and introduce a framework to help people influence others to behave in "The Sustainable Way" that is necessary for a secure future.



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Social Constructionist Model of the Social Reality Leaders Work Within





The Book

Properly dealing with sustainability invariably requires change. Some organisations get on with implementing and executing change, while others never seem to get started. In *The Sustainable Way*, Dr Lionel Boxer demonstrates how those businesses that do succeed at dealing with sustainability issues make it happen.

This easily read story will help you to understand how to deal with sustainability issues.

The idea of aligning culture by adjusting several components seems almost too simple, but this framework, articulating what leaders need to do, has been developed from observing CEOs who have effectively dealt with sustainability issues across disparate fields.

Learn about those cultural issues that need to be sorted out for a sustainability change to take place.

The challenge we all face is to achieve a balance and truly travel the sustainable journey. That is, follow The Sustainable Way.

Further information:

<http://intergon.net>

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