

“Our new Life-aligned culture is emerging! Here’s some of the evidence.”

IONS TALK, July 20, 2024
Elaine Cornick, [Cultural Butterfly Project](#)

Section 2:

New ways of relating to economics, working, and doing & being in business

(Note: this is by no means an exhaustive list, and it’s not meant to be.)

The [Capital Institute](#) – “**Regenerative Economics**”: The Capital Institute **reimagines our economic and financial systems to promote a transformation** to a more just and regenerative world. It has pioneered new **holistic economic thought** that draws on the **latest science of living systems and ancient wisdom traditions** coupled with 20 years at the pillar of global finance on Wall Street. The founder, John Fullerton, says, “If we make the transformation in the way I hope we do, the institutions won’t look anything like they do today.” In his groundbreaking course [Introduction to Regenerative Economics](#), John discusses how we’re running the world on a **fatally flawed economic theory** based on the model of **scientific mechanistic reductionism**. He describes holism as a “new” (indigenous) way to think and see the world as it really is, because holism explains the creative process of the universe. He defines Regenerative Economics as a holistic, living systems theory of economics applying nature's laws and patterns of systemic health, self-organization, self-renewal, and regenerative vitality to the design of socio-economic systems. Check out his series of three White Papers [“Finance for a Regenerative World”](#) as well as his Webinar [“Finance for a Regenerative World.”](#) John demonstrates very clearly that **economics and finance in the service of Life** isn’t, and doesn’t have to be, as complicated as it has been made and is currently practiced.

[Steven Morris, Matter Co.](#): **“Nothing is more powerful than a united group of souls, ignited by a common cause with love at the core.”** [Your P2P Business](#): “It’s time to evolve our narrative from the impersonal ‘business to business’ and ‘business to consumer’ to the fundamentally human ‘people to people’ – P2P. . . . P2P isn’t just a warm notion; it’s a **strategic imperative**. In an increasingly digital and AI-filled world and a media landscape where standing out is more challenging than ever, the depth of **human connections becomes our distinct advantage**. **Trust, empathy, and meaningful relationships** are not just nice-to-haves; they’re **the foundation of lasting success** in our relational worlds of business and everyday life. Transitioning to P2P is more than a change in terminology; it’s **a fundamental shift in how we view and do business**. We’d all benefit from remembering that the person at the end of every transaction, every email, and every handshake can invite a more sincere, genuine, and human bond. The future is bright for those who understand that at **the heart of commerce is not a**

contract but a conversation, not a deal, but a connection, not a transaction, but a transformation to solve someone's wants, wishes, or needs."

Moementum, Inc. is a consulting company about **"making organizations fit for human life"**, and **"driven to restore humanity at work."** The founder, Moe Carrick, says, "The stories we're told that going it alone is somehow noble and desired are flawed. **Actual survival and resilience are community sports.** The bedrock of getting the support we need is asking for help." A different sign of the new culture comes from [Moe Carrick's blog](#) about a business conference, "The Dream for a Life-Centered Economy", created by the [House of Beautiful Business](#). They state,

"Today's world is undergoing fundamental shift. The pandemic, the climate emergency, the mental health crisis, The Great Resignation, and the growing social divide are making it abundantly clear: business-as-usual no longer suffices. To thrive in this new reality, we need a new language, a new north star, a new framework for business and life."

Their article **"[The Life-Centered Economy: Past, Present, and Future](#)"** is very good context and a worthwhile read.

Mark Silver is the founder of the [Heart of Business](#), whose motto is *"Every act of business can be an act of love."* They say, "Since 2001, we've been a pioneer in integrating spirituality and business in a way that is effective and nourishing." He talks about "healing from toxic business culture so your small business can thrive". He recently posted a blog **"[The alternative to grind culture is not sitting on your butt.](#)"**

[Good Ancestor Movement Ltd.](#) is a U.K.-based wealth advisory firm devoted to responsible wealth stewardship and radical redistribution and disrupting industry norms. **"We are pioneering a *radically different path for wealth stewardship*—to move from a system of wealth extraction to a *regenerative economy* where wealth is more fairly distributed."**

The [Public Banking Institute](#) is a movement to create *banks* that are *owned by* and *benefit the people* and local communities. **Globally some of the oldest and largest banks are publicly owned**, as this [world map infographic](#) shows. In the U.S., these state legislatures have passed resolutions supporting public banking legislation or policy: Nevada, Maine, Illinois, New Jersey, Rhode Island, Delaware, Washington State, New Mexico, Alabama.

- **"[The Public Banking Act steps onto the federal stage](#)"**
- **"[Five Ways Your State Can Leave Wall Street](#)"**
- **"[When pandemics changed history](#)" with Prof. Richard Wolff**

TED Talk: A new economic model for protecting tropical forests: To solve the climate crisis, we need to *make tropical forests worth more alive than dead*. The [LEAF Coalition](#) is a **first-of-its-kind public-private partnership** that's channeling one billion dollars into protecting tropical

forests with a robust market for forest carbon that enables economies to thrive while protecting natural resources.

[The Post Growth Institute](#) is an international, not for profit organization working to enable collective wellbeing within ecological limits for a *future that's better, not bigger*. See their [blog](#) for wide ranging articles on reclaiming our economy and co-creating alternative futures.

[The Democracy Collaborative](#) is a research and development lab for the democratic economy and has been pioneering **community wealth building** since 2005. See "[Community Wealth Building: Growing a Democratic Economy in Cities Across America](#)" and "[Community Wealth Building: An Economic Reset](#)".

The [New Economy Coalition](#) is a coalition of 200+ organizations building the **solidarity economy** in the U.S. and showing that another world is not only possible — it's already happening. This is a **global movement** to build a just and sustainable economy where we prioritize people and the planet over endless profit and growth.

[TED Talk: A transparent, easy way for smallholder farmers to save](#): A safe space to save money, such as [myAgro](#), is life-changing -- especially for the 60 million smallholder farmers in West Africa (the majority being women) who often live on less than two dollars a day.

[TED Talk: How platform co-ops democratize work](#): What does it look like when the tried-and-true business model of co-ops merges with the digital economy? The "**platform cooperative**" is a new way to create democratic companies of empowered workers -- and develop a better, fairer alternative to the gig economy.

An [L3C \(Low-Profit Limited Liability Company\)](#) is an entity **for entrepreneurs who value purpose and profits**. It combines aspects of a nonprofit and for-profit organizations, with the primary purpose being a charitable mission and secondary goal being to generate profits.

[WellBeing Economy Alliance \(WEAll\):](#)

- ["10 principles to build back better and create wellbeing economies"](#)
- [Rebuilding to a US Wellbeing Economy](#)
- [#VisionsOfAWellbeingEconomy](#) blog series
- [Measuring a Wellbeing Economy: How to move Beyond GDP](#)

[RSF Social Finance:](#)

- [RSF's Integrated Capital Institute: Financial activists leveraging capital as a tool for positive change](#)
- [Truly Shifting Philanthropy's Power Dynamics Requires New Structures for Giving](#)
- [RSF Named Finalist in Fast Company's 2020 World Changing Ideas](#)

TED Talks:

- ["What is stakeholder capitalism, and can it change business for good?"](#)
- ["How repaying loans with social service transforms communities"](#)