

FROM “ME” TO “WE”

The Five Transformational Commitments Required To Rescue The Planet, Your Organization, & Your Life

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THE FIVE TRANSFORMATIONAL COMMITMENTS REQUIRED FOR THE SHIFT FROM “ME” TO “WE”

Natural Law of Sustainability

Commitment

1. Law of Interdependence

See the systems you are part of

2. Law of Cause and Effect

Take responsibility for all of the consequences of your actions

3. Law of Moral Justice

Abide by humanity’s most deeply held universal moral principles

4. Law of Trusteeship

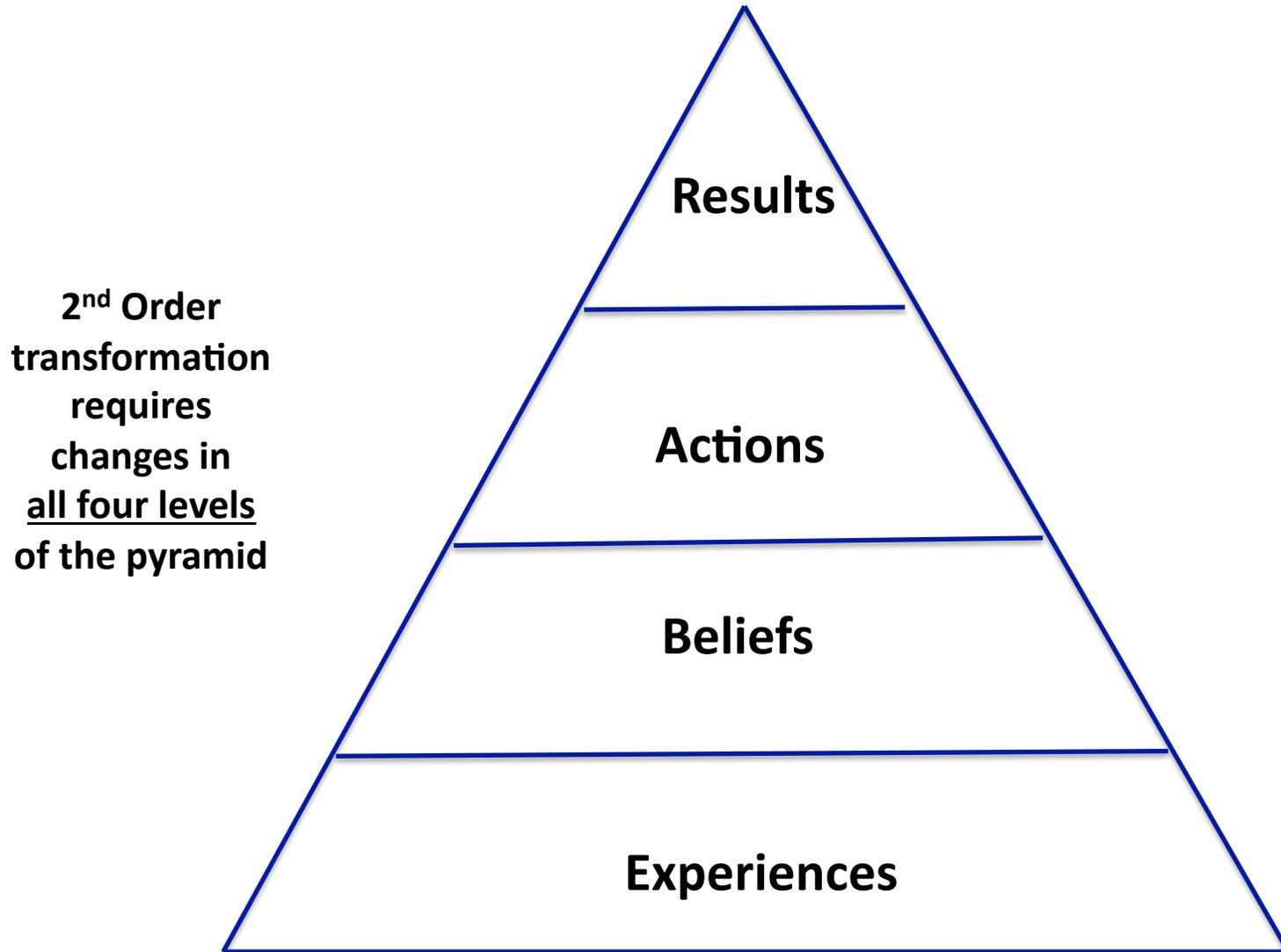
Acknowledge your trustee obligation & take the responsibility for the continuation of all life

5. Law of Free Will

Choose you own destiny

FROM 'ME' TO 'WE'

**Requires Personal, Organizational, and Societal
Accountability for Sustainable Thinking And Acting**



FROM “ME” TO “WE” IN OUR ORGANIZATIONS AND SOCIETY
Creating A Culture Of Accountability For Sustainable Thinking And Acting

CURRENT STATUS

2ND ORDER CHANGE

Results



to



Results

Actions



to



Actions

Beliefs



to



Beliefs

Experiences



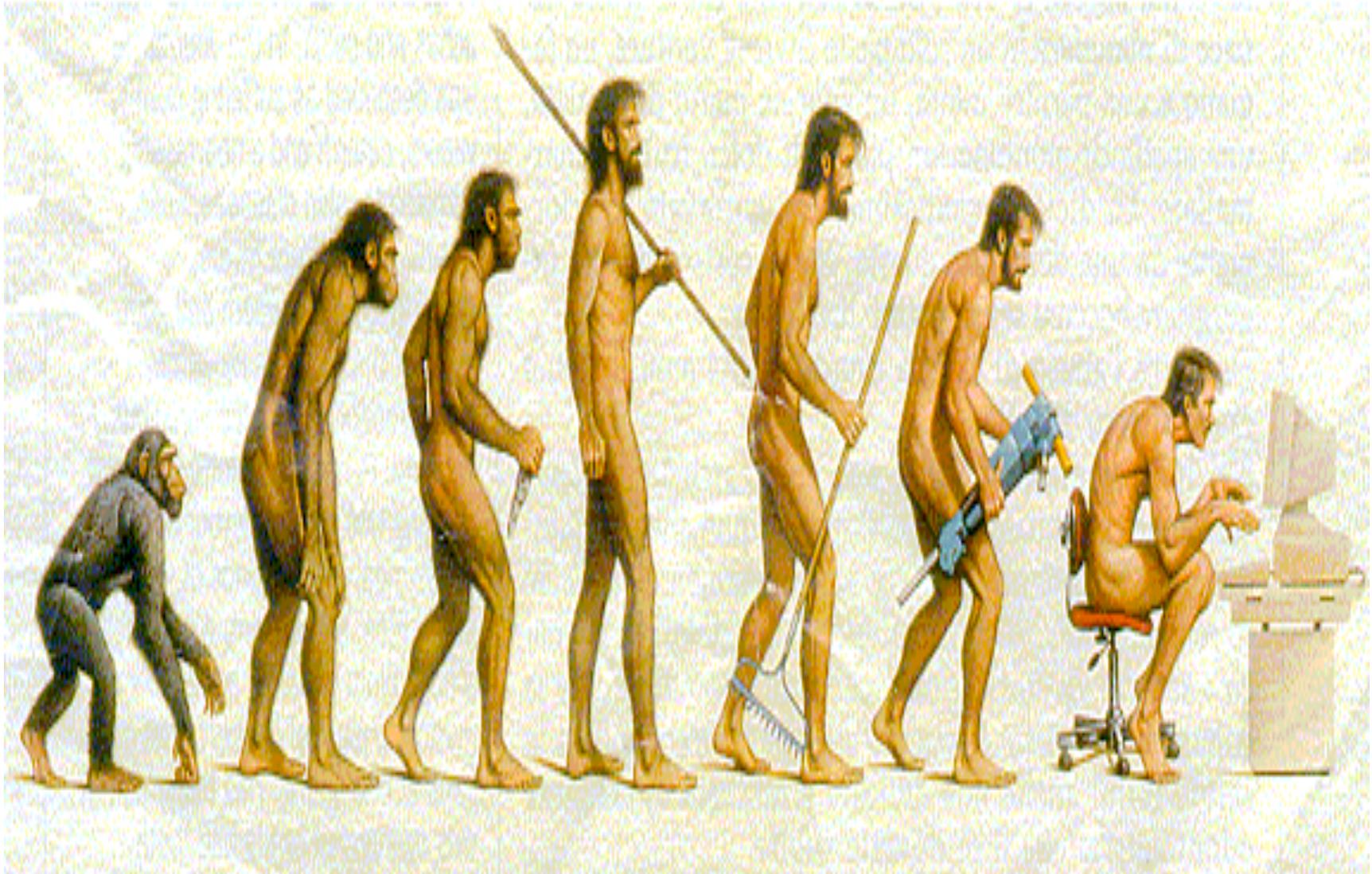
to



Experiences

- Put the lists side by side, hold a conversation, identify what needs to stop, what needs to start, and what should continue.
- Create accountability for the 2nd Order changes by defining jobs by the results they must achieve, not their role or position in the organization.

PEOPLE CAN AND DO CHANGE!



PLEASE ANSWER YES OR NO

- 1. I have taken some actions in the past six months to reduce my carbon emissions.**
- 2. I intend to take action in the next month to reduce my carbon emissions.**
- 3. I intend to take action in the next six to twelve months to reduce my carbon emissions.**
- 4. I have fundamentally changed my thinking and behavior and now consistently strive to reduce my carbon emissions.**

Scoring

- If you answered no to all statements you are in the Disinterest stage of the shift to sustainable thinking.
- If you answered yes to statement three and no to all of the others, you are in the Deliberation stage of change.
- If you answered yes to statements two and three and no to the others you are in the Design stage of change.
- If you answered yes to statement one and no to statement two you are in the Doing stage of change.
- If you honestly answered yes to statement four, you are in the Defending stage of the shift to sustainable thinking.

5 'STAGES OF CHANGE' OF THE SHIFT "FROM ME TO WE"

Disinterest: "I won't" change.

Key Process: Opening self to possibility of change

Deliberation: "I might" change.

Key Process: Weighing the pros and cons of change

Design: "I will" change.

Key Process: Making a public commitment to change

Doing: "I am" changing.

Key Process: Breaking habits & starting new patterns

Defending: "I have" changed.

Key Process: Sticking with new thinking and behaviors

“From Me to We” Stages of Change and Most Helpful Change Mechanisms

Disinterest Deliberation Design Doing Defend

Cognitive and Experiential Change Mechanisms →
Behavior Change Mechanisms →

Disturbances →

Awareness-building →

Choice expansion →

Emotional Inspiration →

Supportive relationships →

Organizational/
self-reevaluation →

Commitment →

Helping relationships →

Reinforcement →

Substitution →

Structural
Redesign →

***To Motivate Others To Address Global Warming Change
Agents Must...***

**Know the Stage of Change and Use Proper
Change Mechanisms in Each Stage**

- **Each stage is predictable and can be diagnosed**
- **Successful movement through each requires that a specific set of activities be completed.**
- **Using mechanisms better suited for other stages often slows, halts, or reverses change.**

The First Key to Motivating Change

Build 'Dissonance'

- To make a fundamental change, people must feel sufficient dissonance (tension) between a desired goal or value and current reality. “No tension—no change.”
- Dissonance can be a desire to obtain a positive (e.g. better health, family security, to live our values) or avoid a negative (e.g. financial loss, physical harm).



Change agents must emphasize the critical nature of global warming &/or unmet goals or moral values

The Second Key to Motivating Change

Build 'Self-Efficacy'

- People must have sufficient confidence that they can reduce the tension & eliminate the dissonance

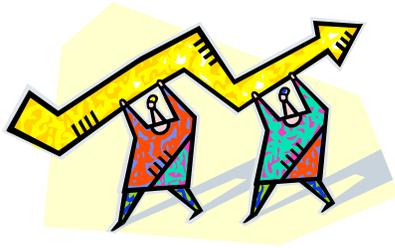
Perception of *social networks, costs, difficulty, skills* keys.



Change agents must build confidence in the *ability to solve the problem* & enhance sense that *new practices & policies will make a difference.*

The Third Key to Motivating Change

Build the Benefits



- To make a fundamental shift, people must see at least two benefits to new behaviors for every downside



Change agents must build the pros and minimize the cons of solving global warming early on.

To Motivate Others Change Agents Must Also...

Use Effective Communications ‘Frames’

A ‘Frame’ is a “central organizing idea...for making sense of relevant events, suggesting what is an important issue.”

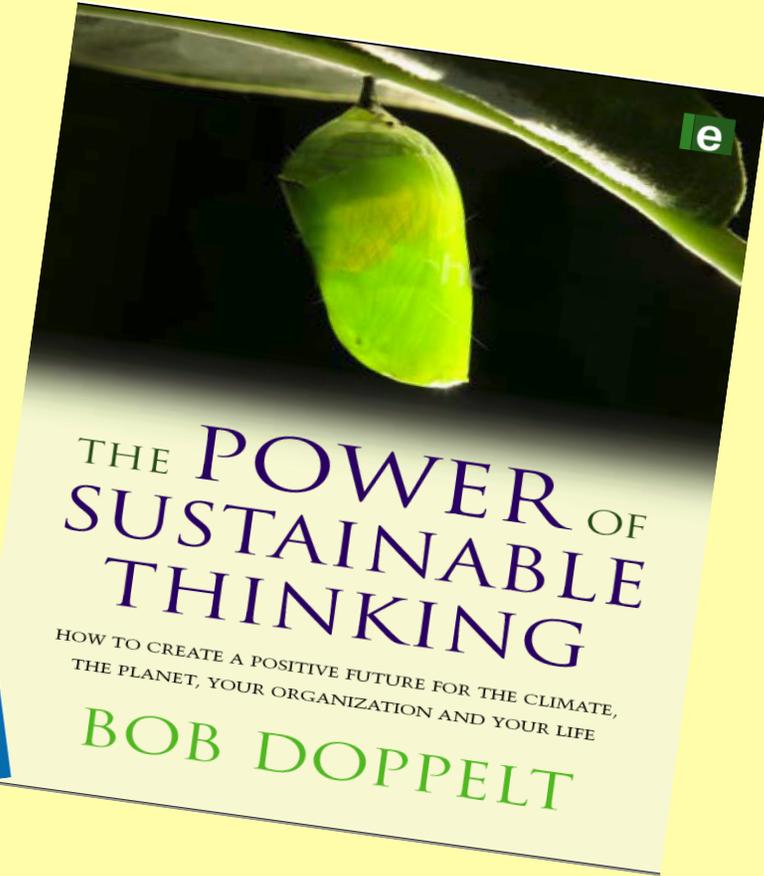
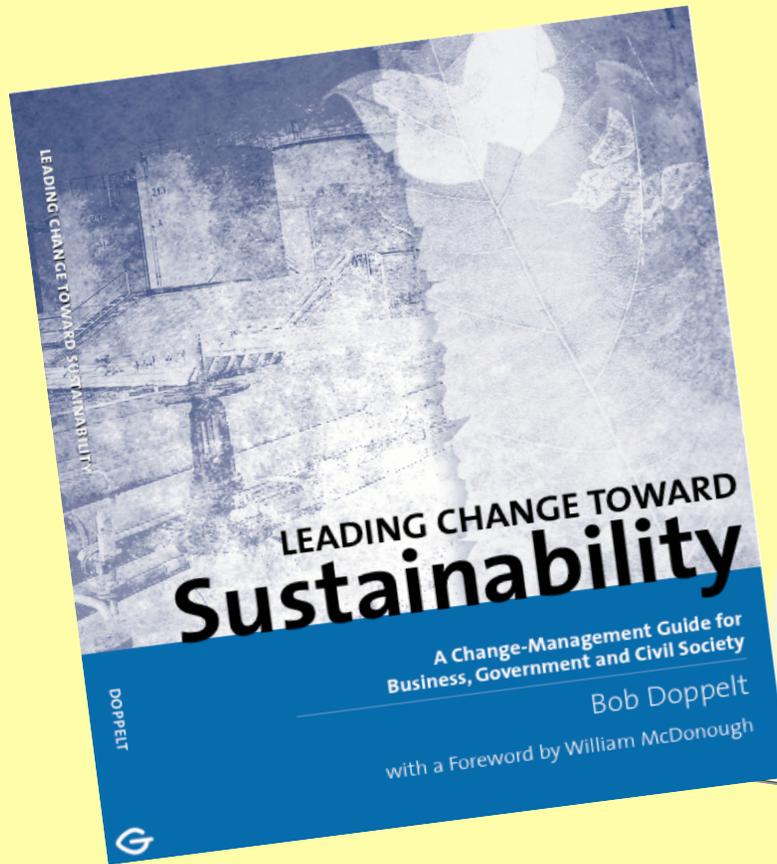
Gamson/Modigliani

IT ALL BEGINS... AND ENDS ...WITH YOU!

Effective Change Agents

- **Understand the true causes of suffering**
- **Grasp the path toward the end of suffering**
- **Continually increase their mindfulness of interdependence, cause and effect, moral justice, trusteeship, and free will.**
- **Have compassion for all others on the path**

Best Wishes On Your Journey!



NEW IN APRIL 2012!

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