

INTEGRAL DEVELOPMENT

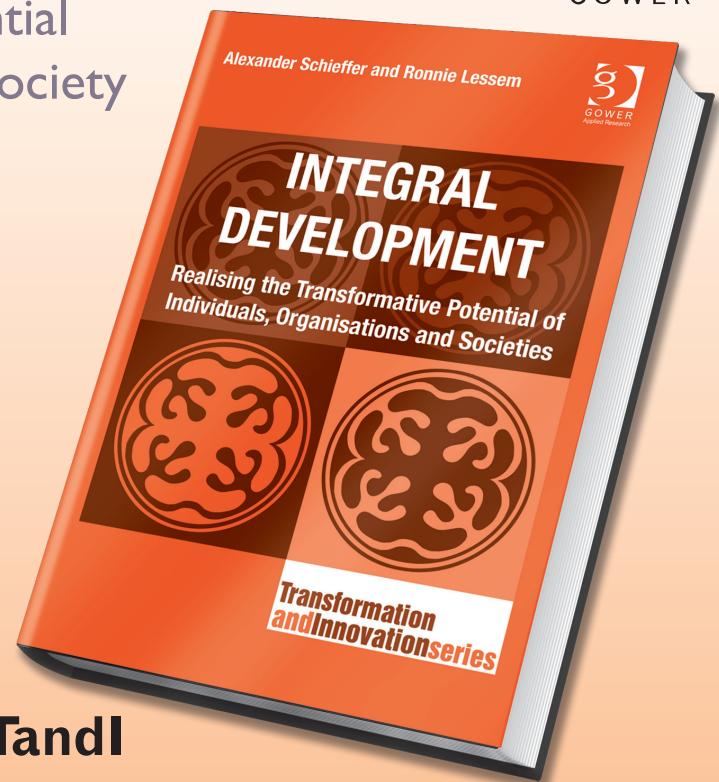


Realising the Transformative Potential
of Individuals, Organisations and Society

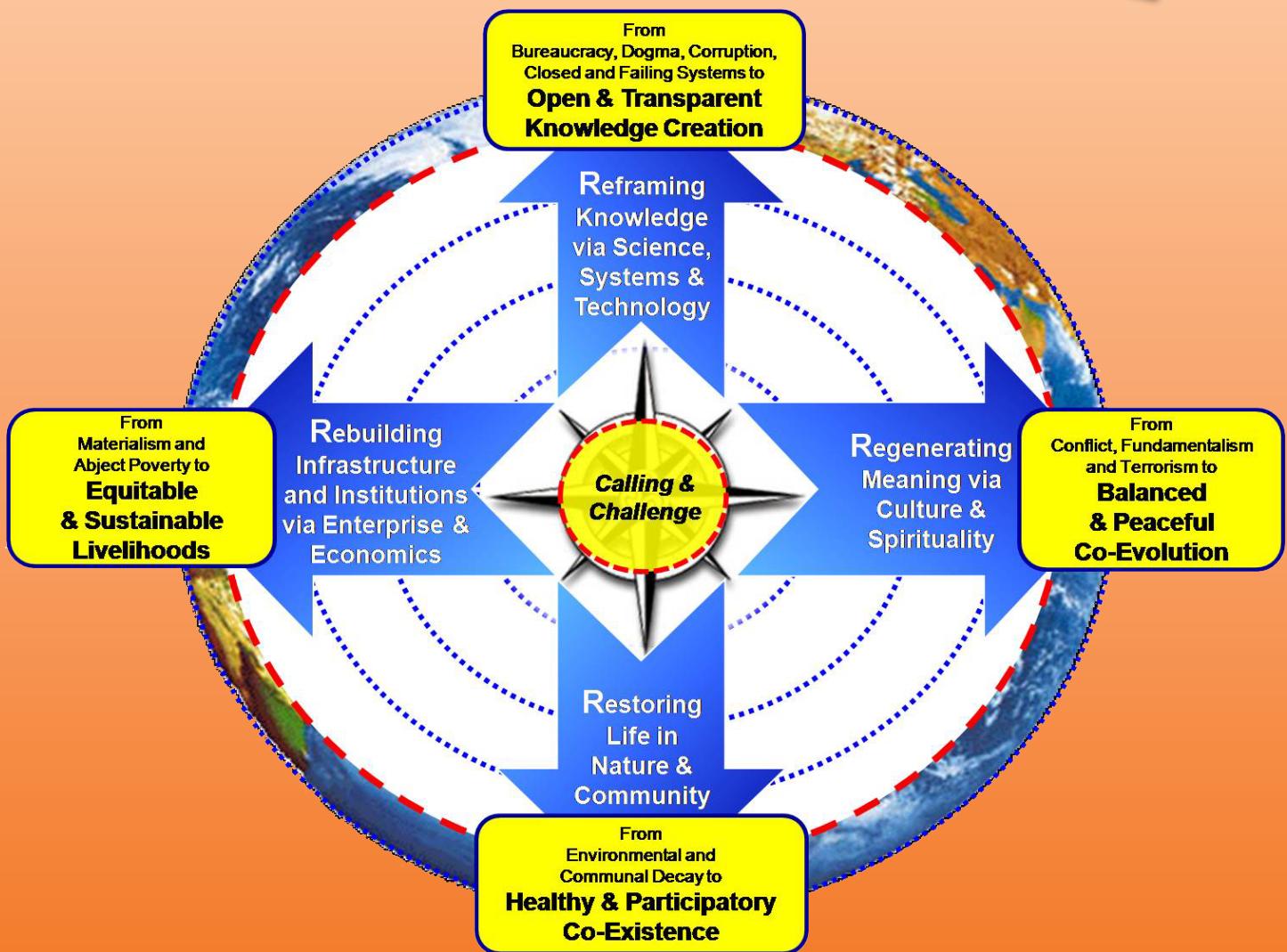
by Alexander Schieffer
and Ronnie Lessem

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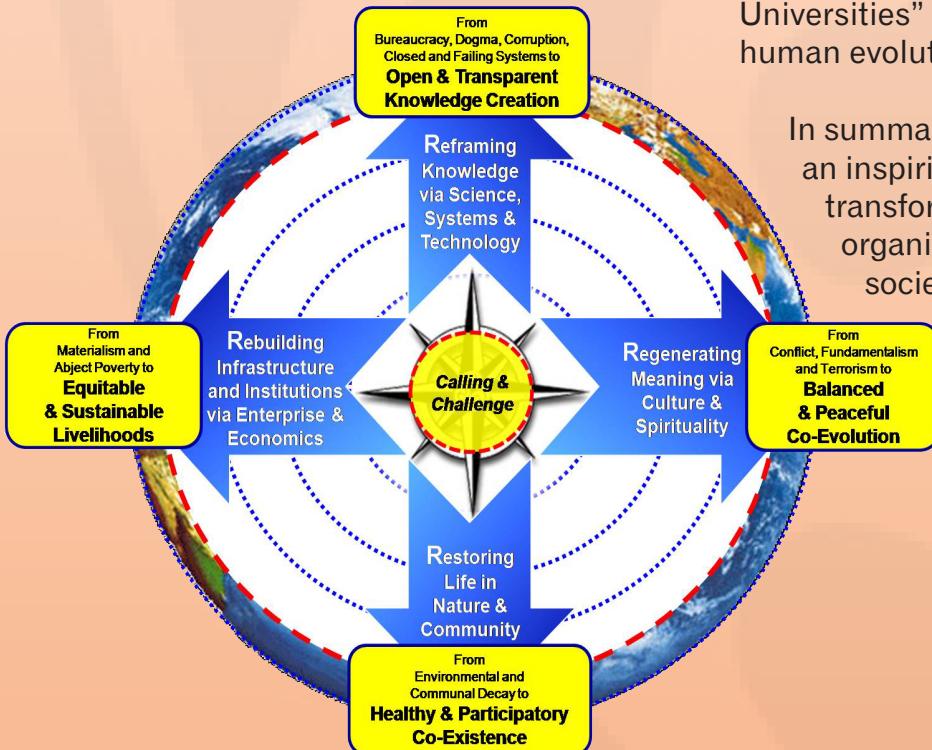
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SYNOPSIS OF INTEGRAL DEVELOPMENT

With *Integral Development*, Alexander Schieffer and Ronnie Lessem introduce a groundbreaking development framework and process to address the most burning issues that humanity faces today. This riveting book argues that while conventional top-down, outside-in development has reached a cul-de-sac, a new, integral form of development is emerging around the world. *Integral Development* uniquely articulates this emergent approach, and invites us to fully participate in this process.

The integral approach has been researched and framed by the authors over decades of in-depth engagement in transformative education and development practice all over the world. It uniquely combines four mutually reinforcing perspectives: nature & community; culture & spirituality; science, systems & technology; as well as enterprise & economics. Conventional development theory and practice has prioritized the latter two perspectives, neglecting the former two. This has caused massive imbalances in today's world. The four interconnected perspectives allow for a transformative and integrated engagement with core development issues in a way that is locally relevant and globally resonant.



Throughout the book, the practical impact of *Integral Development* is brought to life through highly innovative cases from all over the globe, drawing on the authors' first-hand experience. This makes the book a living demonstration of the power of this pioneering approach.

Integral Development shows how individual, organizational and societal development need to be interconnected to release a society's full potential. It shifts the responsibility for large-scale development from often distant experts and organizations to each individual, community, enterprise and institution within the society. It is essential reading – and a call to action – for everyone concerned with the current state of local and global development.

Starting out with individual development, *Integral Development* uncovers the potential and invites the participation of each one of us in transforming today's crises. The development agent or agency no longer engages in the development of "others", but becomes a co-evolutionary development player. Development is thus turned into a co-creative endeavour concerning all of us.

By engaging in *Integral Development*, each participating individual, community, institution and enterprise generates new knowledge and innovative applications, thereby unleashing local genius while enriching global theory and practice. This culminates in "Integral Universities" as leveraging platforms for human evolution.

In summary, *Integral Development* provides an inspiring compass to fully actualize the transformative potential of individuals, organizations, communities and societies – a timely guide for co-creating a sustainable future.

ENDORSEMENTS FOR INTEGRAL DEVELOPMENT

'A tour de force in relation to the notion of social innovation, the authors take us through an energizing new understanding of development. The task is irresistible. The review is far-reaching. The proposals are inspirational. A must-read'.

Pilar Alvarez-Laso, Assistant Director-General for Social and Human Sciences, UNESCO, France

'...offers a wonderful opportunity for us to understand the past, the present and the future of development. We often think about development as 'economic development'. Development indeed cannot be dissociated from our human and civilisational evolution. The authors use the term "integral development" and offer theoretical frameworks and comparative analysis that help us understand what development really means at this important historical junction. It helps us see the choices we have ahead of us. As a social entrepreneur and innovator, I found the book extremely useful and inspiring. I would define it as a road map. It helps strengthen one's vision in order to better contextualize actions. The book is very well written and I recommend it for anyone interested in contributing to our balanced and peaceful co-evolution as humanity.'

Thais Corral, Social Entrepreneur and Innovator, Founder of Network of Human Development; and of the social enterprise SINAL do VALE, Brazil

'In Integral Development, Alexander Schieffer and Ronnie Lessem communicate their passion for economic and social transformation by introducing a new, holistic development framework. Rather than top-down, this approach supports mutuality and creative co-creation. Interspersed with first-hand illustrative cases, this is both a visionary and practical book designed to actualize the potential of individuals, organizations, and societies through much-needed partnership and caring.'

Riane Eisler, Author of *The Chalice and the Blade* and *The Real Wealth of Nations*, USA

'Integral Development contains a unique fusion of personal, organisational and societal development. It clearly shows the next evolutionary step for corporate enterprise, taking it beyond Corporate Social Responsibility. Integral Development is hugely relevant for anyone concerned with identifying the future role of business in society.'

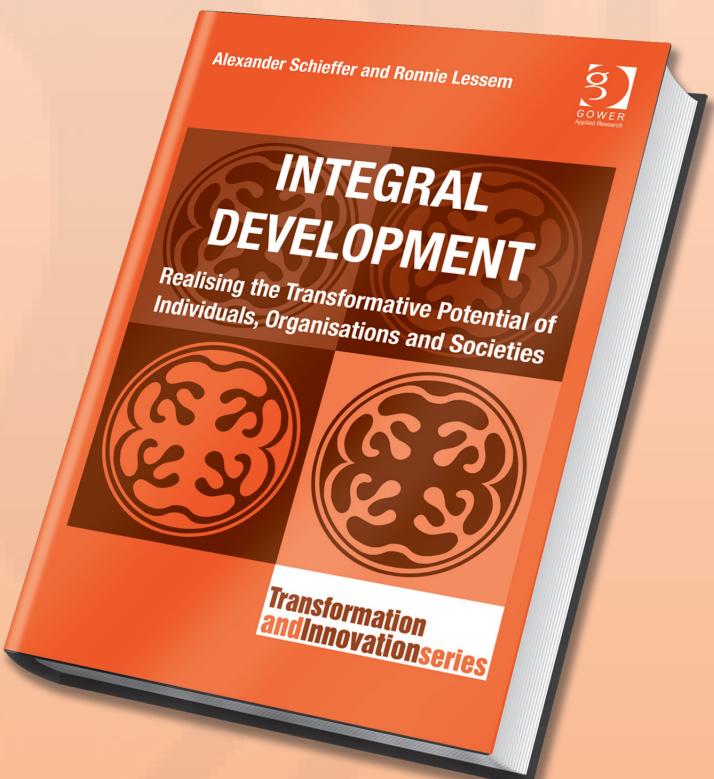
Birgit Klesper, Senior Vice President, Group Transformational Change & Corporate Responsibility, Deutsche Telekom Group, Germany

'Outstanding on many levels. Like no other contribution to the field of development it shows the crucial role of culture and spirituality in development processes. Schieffer & Lessem illustrate how community, culture, technology and economics need to interact co-creatively for authentic, sustainable development to happen. The theoretical concepts and practical roadmaps provided in Integral Development will enable today's agents of transformation to bring about a much needed, more holistic development paradigm. I rejoice to see how the authors convincingly illustrate how new approaches to education and research, and to the university as a whole, can indeed enable all of us, individually and collectively, to become Integral Developers.'

Dr A.T. Ariyaratne, Founder and Chairman, Sarvodaya Shramadana Movement, Sri Lanka

'...much-needed bridge between individual, organisational and societal development. Organisational developers and transformation agents from all sectors of society will find in this book the knowledge and processes to respond holistically to the multiple crises we face today. It will show them how they can construct creatively on the particular contribution that each context and culture has to make. This eminent work is compulsory reading for everybody engaged in constructive societal change.'

Martin Hilb, Professor and Director, Institute for Leadership and Human Resource Management, University of St. Gallen, Switzerland



THE AUTHORS OF INTEGRAL DEVELOPMENT

Prof. Alexander Schieffer, Co-Founder, Trans4m Center for Integral Development, Geneva, Switzerland
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Born in Germany, Alexander Schieffer studied economics, business and social sciences at the University of St. Gallen, Switzerland. His Doctoral thesis, also at St. Gallen, addressed new styles of organizational leadership ("Führungspersönlichkeit"). He initially worked as an executive in International Investment Banking, and then in Media and Communication with the media giant Bertelsmann. He then moved to Singapore where he founded and built up First Asia Publishing, a leading special-interest publishing house, which he sold in 2002 to a Chinese media conglomerate. From this point onwards, Schieffer pursued his passion of bringing about transformation in the economic, social and cultural sphere. Together with his colleague Ronnie Lessem, he established TRANS4M Center for Integral Development (www.trans-4-m.com), headquartered in Geneva. The center focuses on "transformational education" and "research for innovation". At the heart of TRANS4M's work is its integral approach – one of the most innovative and globally applicable approaches to individual, organisational and societal transformation in the field. All of Trans4m's cutting edge programs are geared towards addressing, in a culturally resonant way, burning socio-economic issues on the ground. The programs are spread across Africa (from South Africa to Zimbabwe to Nigeria), in the Middle East (Egypt and Jordan), in Asia (Sri Lanka, India) and Europe (Switzerland, Germany, UK). In parallel, Schieffer is an engaged and dynamic professor, and teaches management, economics and development at universities around the world. He is Co-Editor (together with Ronnie Lessem) of two Gower book series: the *Transformation and Innovation Series* and the forthcoming Series on *Integral Green Economy and Society*.

How to order

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Prof. Ronnie Lessem, Co-Founder, Trans4m Center for Integral Development, Geneva, Switzerland
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Ronnie Lessem, born in Zimbabwe of central European parentage, and a graduate of Harvard Business School and the London School of Economics, while a Reader in International Management at City University in the UK, co-founded New Work Ventures, which focused enterprise development, through action learning, within inner cities, and on women finding their niche. At the same time he launched projects on European Management, with IMD in Switzerland, European-ness and Innovation, with Roland Berger Foundation in Germany, African management, with Wits Graduate Business School in South Africa, and Arab as well as Islamic Management, with TEAM International in Cairo and Jordan, before co-founding TRANS4M in Geneva. Lessem studied economics at the University of Zimbabwe, the economics of industry at the London School of Economics, Corporate Planning at Harvard Business School, and he completed his doctorate in Action Learning for Enterprise Development at Cass Business School in London. Ronnie Lessem has written some 30 books, the last six together with Alexander Schieffer, on self, organizational and societal development from a transcultural, transformational perspective. He has also been an international management consultant in Europe and America, India and Africa for some three decades.

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