

Welcome

Take a moment to allow yourself to fully arrive in this space.

We'll begin soon

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The Regenerative Business Transformation

- a free session series

(part 1)

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a transformation lab/studio
for regenerative business



Tools



Ventures



Consulting

Our question

How can we transform business
to create the world we want our kids to live in?

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Signals of a shift

**From 'crisis' to 'pandemic':
mental health in Europe**

Employee burnout is on the rise

**Europe is not prepared for rapidly
growing climate risks**

**Rising climate anxiety: Understanding the
mental health impact of climate change**

Millennials and Gen X Embrace
Regenerative Living and
Permaculture

**New trend report:
Regeneration Rising:
Sustainability
Futures**

Through biomimicry, Brazil
seeks tech innovations inspired
by nature

**Paris summit seeks pact to repair
broken global financial system**

*The Debt Problem Is Enormous.
Experts Say the System for Fixing It Is
Broken.*

**Why Your Workforce Doesn't
Want To Go Back To Work**

Gen Z aren't lazy. They just don't
want to 'live to work'

Mindfulness continues to rise

**The Psychedelic
Renaissance Is Here**

**How Shamanism became
England's fastest-growing
religion**

What is happening?

Is our worldview shifting?

Is Modernity dying?

Is something new and regenerative being born?

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What is happening?

Modernity

Values rationality, progress, and industrial growth. Emphasizes technological advancement, individualism and the dominance of human over nature



"Something regenerative"

Values the interconnectedness of all life and diversity as a source of resilience. Sees humans as parts of the ecosystem, responsible for nurturing the planet

Hospicing

Recognizing and letting go of the values, beliefs, and practices rooted in the modern era that no longer serve us or the planet

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Where is it happening?

Work & Business	Personal	Relational	Systemic
Culture & Worldview	New What	New How	New Who
Economy & Society	Value	Consumption	Exchange

Work & Business

The Personal

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What is shifting inside us?

INTERNALIZED MODERNITY

How many symptoms do you have?

- Striving to outdo others in status and success
- Belief that acquiring more is always better
- Feeling deserving of an ever-improving standard of living
- Striving for productivity and efficiency, often at the expense of being fully present in the moment
- Fearing the discomfort of uncertainty - seeking control and predictability
- Rejecting the natural processes of aging, decline, decay and death
- Disconnecting from the actual social and environmental costs of one's lifestyle choices

Views on the personal process

Paul Chefurka

Lynn Murphy

Climbing The Ladder of Awareness

When it comes to our understanding of the unfolding global crisis, each of us seems to fit somewhere along a continuum of awareness that can be roughly divided into five stages:

- 1. Dead asleep.** At this stage there seem to be no fundamental problems, just some shortcomings in human organization, behaviour and morality that can be fixed with the proper attention to rule-making. People at this stage tend to live their lives happily, with occasional outbursts of annoyance around election times or the quarterly corporate earnings seasons.
- 2. Awareness of one fundamental problem.** Whether it's Climate Change, overpopulation, Peak Oil, chemical pollution, oceanic over-fishing, biodiversity loss, corporatism, economic instability or sociopolitical injustice, one problem seems to engage the attention completely. People at this stage tend to become ardent activists for their chosen cause. They tend to be very vocal about their personal issue, and blind to any others.
- 3. Awareness of many problems.** As people let in more evidence from different domains, the awareness of complexity begins to grow. At this point a person worries about the prioritization of problems in terms of their immediacy and degree of impact. People at this stage may become reluctant to acknowledge new problems - for example, someone who is committed to fighting for social justice and against climate change may not recognize the problem of resource depletion. They may feel that the problem space is already complex enough, and the addition of any new concerns will only dilute the effort that needs to be focused on solving the "highest priority" problem.
- 4. Awareness of the interconnections between the many problems.** The realization that a solution in one domain may worsen a problem in another marks the beginning of large-scale system-level thinking. It also marks the transition from thinking of the situation in terms of a *set of problems* to thinking of it in terms of a *predicament*. At this point the possibility that there may not be a solution begins to raise its head.

People who arrive at this stage tend to withdraw into tight circles of like-minded individuals in order to trade insights and deepen their understanding of what's going on. These circles are necessarily small, both because personal dialogue is essential for this depth of exploration, and because there just aren't very many people who have arrived at this level of understanding.
- 5. Awareness that the predicament encompasses all aspects of life.** This includes everything we do, how we do it, our relationships with each other, as well as our treatment of the rest of the biosphere and the physical planet. With this realization, the floodgates open, and no problem is exempt from consideration or acceptance. The very concept of a "Solution" is seen through, and cast aside as a waste of effort.



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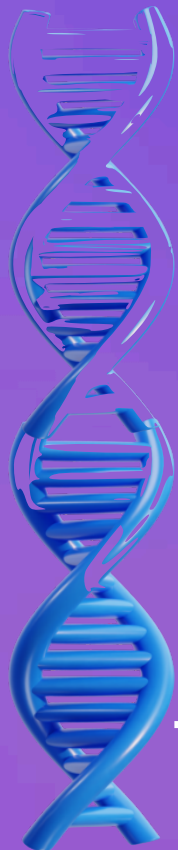


Spiritual work
for the whole

Psychological work
for me

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The Chefurka-Murphy Double Helix



Asleep

"Zzzz"

There is no problem.
Fully internalized modernity.

Awakening

"Houston, we have
a problem"

Triggering of a personal
"me" or "world" crisis

Awareness

"Oh no, even more
problems"

Identifying multiple patterns
and interconnected issues

Reflection

"Oh shit, it's both
me and the world"

Confronting both personal and
systemic contributions to issues

Transformation

"My work is
for all of life"

Shifting from ego-centric to
eco-centric values

Modernity

Integration

"This is now just
reality"

Embodying and practicing
regenerative principles

*What comes
after*

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Simple self-check

If you find yourself desiring to be "on higher levels than others",
you are still in modernity

Questions to explore?

How do I guide myself through this transition?

How do I support others through this transition?

For the interested

"Hospicing Modernity" by Vanessa Machado De Oliveira

"Climbing The Ladder of Awareness" by Paul Chefurka

"Post Capitalist Philanthropy" by Alnoor Ladha and Lynn Murphy

Our exploration

Work & Business	Personal	Relational	Systemic	Tools
Culture & Worldview	New What	New How	New Who	Tools
Economy & Society	Value	Consumption	Transactions	Tools

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Thank you

and welcome back for part 2, March 21st

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