

Holonomics: Business Where People and Planet Matter

Simon Robinson

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"A POWERFUL ANTIDOTE TO TODAY'S
DOMINANT CULTURE"
— FRITJOF CAPRA

HOLONOMICS

BUSINESS WHERE
PEOPLE AND PLANET
MATTER



SIMON ROBINSON AND
MARIA MORAES ROBINSON

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Simon Robinson : Holonomics: Business Where People and Planet Matter before purchasing it in order to gage whether or not it would be worth my time, and all praised Holonomics: Business Where People and Planet Matter:

1 of 1 people found the following review helpful. A refreshing positive guide to creating a sustainable futureBy Paul SchmidtHaving been a student of change theory and systems thinking for years I was attracted to Holonomics right away. Once I got into the read I got even more excited because this is not just another author expounding on how things should or could work. Simon and Maria are brilliant at introducing the significance of landmark points in the history of thought without coming from a place of authority and therefore robbing readers of their opportunity to

experience the insight themselves. It is like they provide an honest and clear guided journey that when applied to one's life or career opens doors to relationships that support true sustainability. This book won't just sit on my shelf. It is already becoming dog-eared from consistent reference and revisiting of key concepts. If you prefer causing change over just reading about it. This book is for you. 0 of 1 people found the following review helpful.

Holonomics can transform a@ three levels

By Mikkel Larsen

There are many books claiming to be transformational. Most turn out to be a shallow 'how to' guide. Not Holonomics. It is a consistent analysis of how we can help transform ourselves, the communities and entities we are part of and ultimately the planet. The foundation of Holonomics is based on somewhat complex philosophical principles that normally could scare some people of applying the concept. Simon and Maria's ability to distill the core and apply it in practice though make the otherwise complex practical and very relevant, I was particularly fascinated by Goethe and the Theory of Colors and how Simon and Maria applied it. As a senior executive in a global corporation I was indeed first skeptical about the concepts application to corporates but starting the personal journey that Holonomics offers is a way start grasping how it can apply to corporates. Holonomics has to be lived and tried and luckily Simon and Maria has not only a website with great blogs but workshops and talks to further help people live Holonomics.

Holonomics: Business Where People and Planet Matter describes a groundbreaking approach to implementing profound transformational change in organisations in which solutions are ones which engage people across the whole organisation, develop strong cultures, trust among members and effective communication. The Holonomics approach describes a powerful new way of thinking which teaches educational leaders how to innovate and solve problems creatively by using four ways of knowing - thinking, feeling, sensing and intuition. Holonomics brings biomimicry, systems thinking, spirituality, nature's interconnectedness, philosophy, literacy, physics, biology, business and the five universal human values of peace, truth, love, right-action and non-violence all together in a way that opens leaders' eyes to uncommon dimensions of thought that have very practical applications. Holonomics presents a new world view where economics and ecology are in harmony. Using real-world case studies and practical exercises, the authors guide the reader in a new, regenerative approach to business, towards a more sustainable future where both people and planet matter.

'This remarkable book distills the essence of the ideas and values taught at Schumacher College, and shows how these teachings can be applied, with many case studies of enlightened business. A powerful antidote to today's dominant culture.' -- Fritjof Capra, author of *The Hidden Connections* and co-author of *The Systems View of Life: A manifesto for mindful living.*

'-- Satish Kumar 'What a gift to have these monumental, mind-changing ideas woven together skilfully in one book.'

'-- Margaret J Wheatley, author of *Leadership and the New Science: A must read for any forward thinking business.*

'-- Alan Moore, author of *No Straight Lines: making sense of our non-linear world, and, Designing for Transformation*

'While great poets, artists and modern scientists intuitively see reality as relationships, economists, politicians, and business leaders fail to understand how parts and the whole relate in the world we inhabit. Holonomics presents a powerful mode of thinking, for a new, life-enhancing approach to human economic activity. I urge all economists, public officials and people in business to connect with this timely and important message.'

-- H. Thomas Johnson, author of *Profit Beyond Measure, and Relevance Lost: The Rise and Fall of Management Accounting*

'A timely, radical and deeply insightful book.'

-- Giles Hutchins, author of *The Nature of Business*

'I have no doubt that this lucid integration of holistic science and business practices that do not ruin the Earth will rapidly become a landmark text.'

-- Stephan Harding, editor of *Grow Small, Think Beautiful*

'For those who think that we must choose between environmental well-being and economic stability, here is a book that challenges that division. The authors show how business leaders can move beyond narrowly materialistic, reductionist frameworks toward more creative, imaginative and holistic visions of our sustainable, economic future.'

-- Professor Ingrid Leman Stefanovic, author of *Safeguarding Our Common Future: Rethinking Sustainable Development*

'In Holonomics, the restructured knowledge which is shared will certainly help us - especially those in business with open minds -- to traverse this new age of knowledge and understanding of ourselves, our societies and our whole living planet.'

-- Dr. Roberta Simonetti, specialist in sustainable business and finance

'Holonomics conveys the necessary holistic approach to rethink the economic model in a new and innovative way towards the sustainability path, where life -- for people and organisations - does matter.'

-- Julio Bin, Sustainability and Sustainable Business Development adviser

'We are all looking for something to make us move together in a direction that we feel to be the correct one, and that long-lasting, profitable path that we may take is Holonomics.'

-- Ricardo Della Santina Torres, economist

'Forward-looking business leaders as well as holistic thinkers will gain enormously from the insights of this highly informative book.'

-- Network About the Author

Simon Robinson is a teacher in innovation, strategy, and complexity. He was a founder of Genie Internet, the world's first mobile internet portal, and is a member of BCI (Biomimicry for Creative Innovation). He has a Masters degree in Holistic Science from Schumacher College, UK.

Maria Moraes Robinson is an economist and consultant in change management, leadership. and the "Balanced Scorecard" management tool. She is a teacher and lecturer, interested in the themes of the economics of happiness and human values in education, and is the

coauthor of Strategy Management: Experiences and Lessons of Brazilian Companies and The Strategic Activist.