

IMPOSSIBLE IS A

DARE:

**BUSINESS FOR A BETTER
WORLD**

SHEL HOROWITZ

TED^x

ShelburneFallsSalon

x = independently organized TED event

IMPOSSIBLE???

“Impossible is not a fact. It’s an opinion. Impossible is not a declaration. It’s a dare.”

— Muhammad Ali

DUMP LIMITING ASSUMPTIONS

“Can’t go faster than a horse”



DUMP LIMITING ASSUMPTIONS

“Energy
is finite/
polluting”



WORK BACKWARD FROM THE GOAL



WORK BACKWARD FROM THE GOAL



10,000-step
process



WORK BACKWARD FROM THE GOAL



A free South Africa



FROM LOCAL...



...TO GLOBAL 3 KEY SHIFTS

~~Hunger/~~
~~poverty~~
Sufficiency

~~War~~
Peace

~~Climate~~
~~catas-~~
~~trophe~~
Planetary
balance



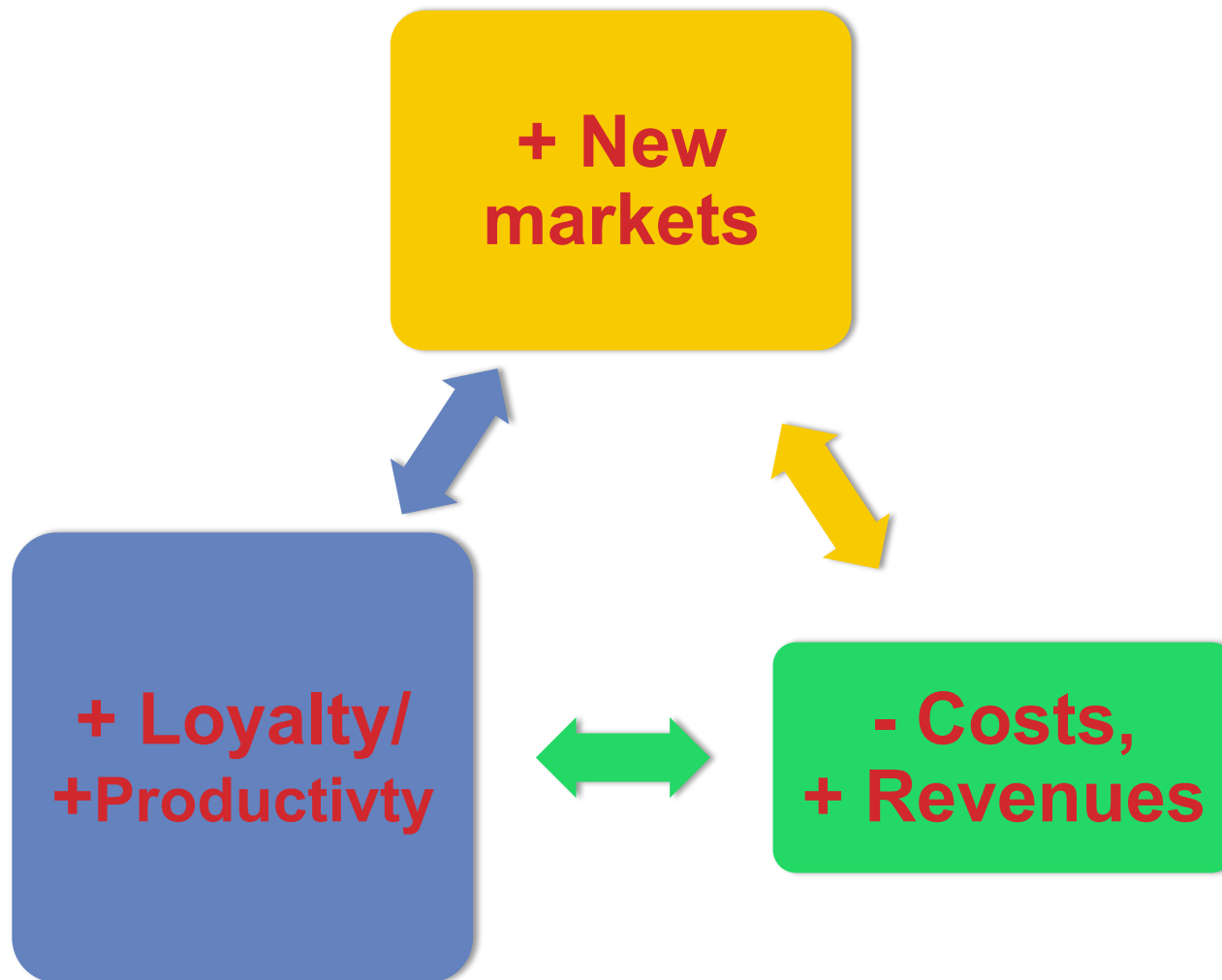
FRAME THE ISSUES!

“A series of great opportunities disguised as insoluble problems.”

—John Gardner, founder of Common Cause

**Business For a Better World's framing:
Save The Mountain's framing + 1 extra**

BUSINESS ADVANTAGES: PROFITS, PEOPLE, POSITIONING



ABUNDANCE (NOT SCARCITY)

Food,
energy,
water

Land,
materials

Labor &
Capital

Opti-
mistic

Crea-
tivity



CONSERVATION CREATES ABUNDANCE!



STOP
restaurant
waste
134,359,930 lb/
day (US)

CONSERVATION CREATES ABUNDANCE!



Interface:
Straight wide
industrial pipes:
+ 92%
ESB: 33% ROI

CONSERVATION CREATES ABUNDANCE!



Brush teeth
w/
1/100th H₂O



CREATIVITY: USE LESS/DO MORE



Kenguru

Electric car for wheelchair
users

CREATIVITY: USE LESS/DO MORE



d.light

Solar-powered LED
Replaces kerosene

CREATIVITY: MULTIPLE FUNCTIONS

- 
- **EFFICIENCY**
 - **EMPOWERMENT**



CREATIVITY: CLOSED LOOPS = ZERO WASTE (JOHN TODD)

Organic/
BioD

- Compost → worms → soil →
veggies → compost

Intervale
C'mnty

- Brewery → mushrooms →
fish → greens → brewery →

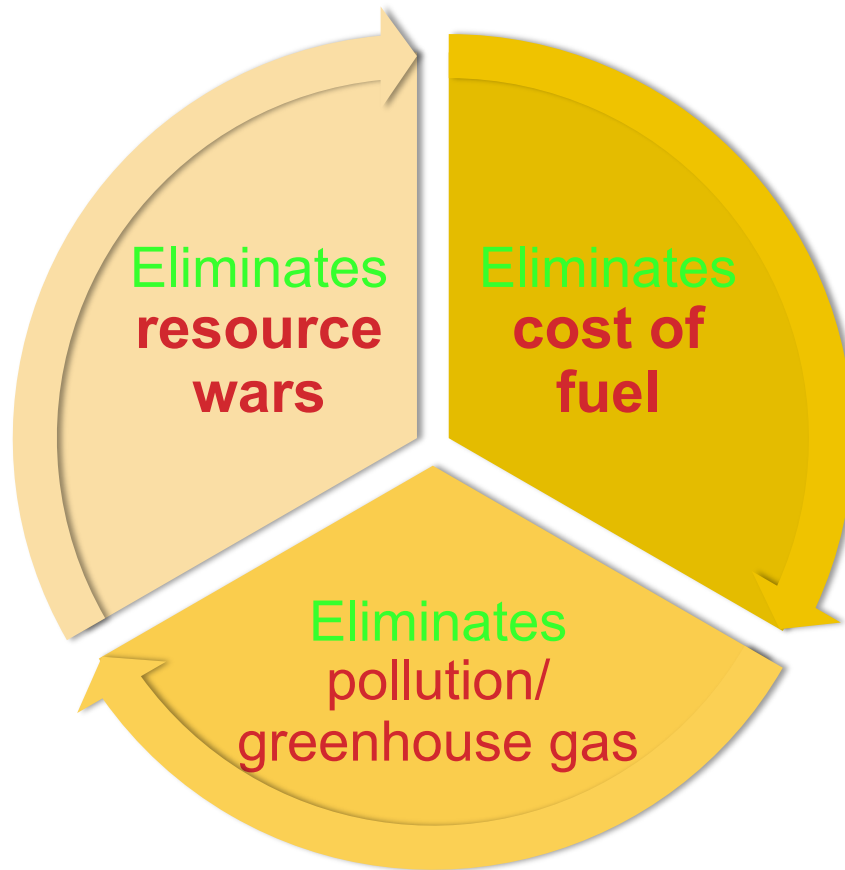
Water
treatment

- Multiple levels of “restorers”

**AND JOHN TODD
SAID....**

**Nature's intelligence can reduce
negative human impact by *90
percent.***

GREEN ENERGY: PEACE/ CLIMATE/SUFFICIENCY



BUSINESSES: WAGE PEACE!



**BUSINESSES:
WAGE PEACE!**



SHARE BUSINESS SKILLS FOR PEACE

Negotiation

Coopetition

Economic empowerment

Creativity

Resource deployment

Getting things done



**AND HOW WILL
YOUR BIZ
CHANGE THE
WORLD?**

**DON'T WAIT FOR PERFECTION.
JUST START!**

