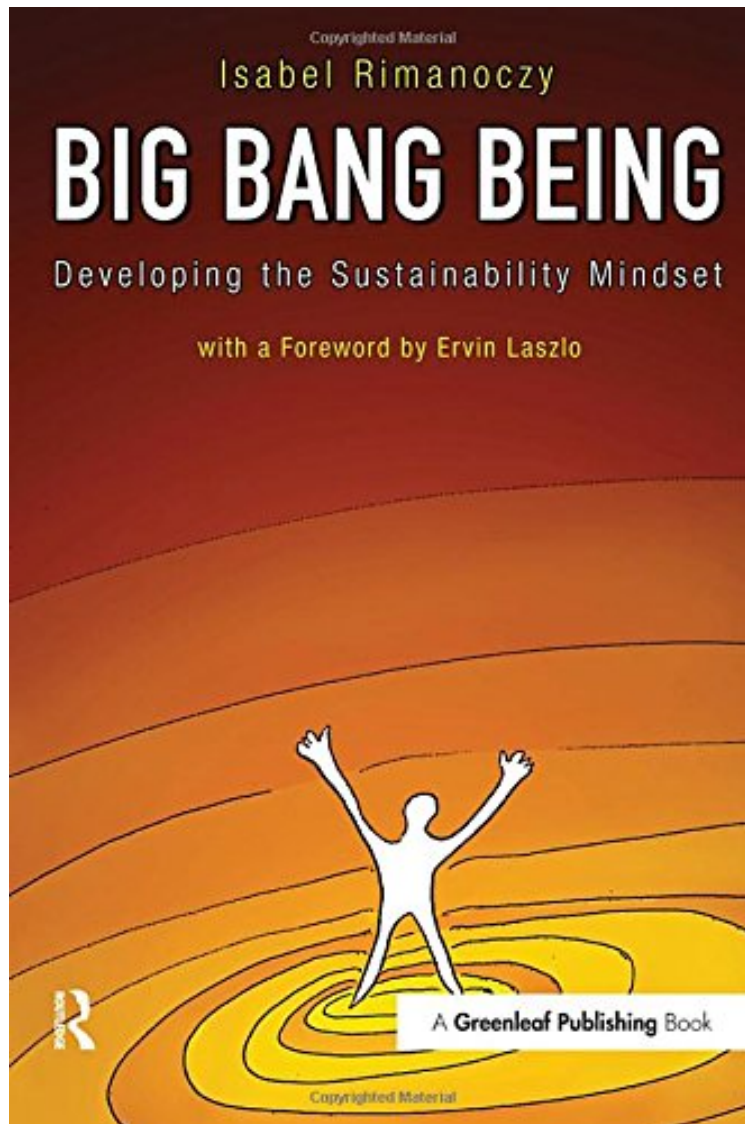


[Free] Big Bang Being: Developing the Sustainability Mindset

## Big Bang Being: Developing the Sustainability Mindset

*Isabel Rimanoczy, Ervin Laszlo*  
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**Isabel Rimanoczy, Ervin Laszlo : Big Bang Being: Developing the Sustainability Mindset** before purchasing it in order to gage whether or not it would be worth my time, and all praised Big Bang Being: Developing the Sustainability Mindset:

0 of 0 people found the following review helpful. Excellent book on Sustainability and Spirituality. Highly recommended.By Anil MaheshwariThis is an excellent book on Sustainability and Spirituality. Highly recommended. I particularly read and enjoyed the sections of Being. This book is bold and direct, and yet in easy and polite terms, in challenging the current way of thinking and living. Starting with interviews of 16 business leaders, the author

examines how they built their businesses. She found that they were very self-aware of who they were and what was their purpose in life. Intellectual development and growth is important. However, the process of waking up to one's inner Being, and one's true purpose is equally important. The book deconstructs the current rhetoric about the concepts of freedom, achievement, money, and so on. And it finds that living a fulfilling life is the key underlying goal. For that one has to self-reflect and be self-aware. This book is peppered with smart short questions for the reader to reflect upon oneself. Meditative techniques such as Transcendental Meditation and Vipassana would be great ways to move faster and deeper on that journey of self-awareness. 0 of 0 people found the following review helpful. One of the best sustainability books available. By Gabriel B. Grant. Big Bang Being is one of maybe only two that inquire deeply into sustainability at the level of our way of being in the world (the other being Sustainability By Design by Ehrenfeld). This inquiry has far more generative sticking power than your typical books that focus on the challenges at hand and sometimes what can be done about them. 1 of 1 people found the following review helpful. An important book. By Kerul Kassel. A book rich in thought-provoking content, while playful and creative in spirit. Dr. Rimanoczy takes us into the source of our barriers to a sustainable way of conducting business - our mindset, values, and beliefs - and helps us examine them in way that is both uplifting and transformative.

When asked for the definition of mental health and fulfilment, Sigmund Freud had two words: lieben und arbeiten, love and work. In this book we will find how 16 business leaders brought together their compassion, their caring for others and the world, with their work. True, only on rare occasions are we able to meet the person behind initiatives that made a positive impact on the world, even less have an in-depth view into their feelings, concerns, hesitations, doubts and most intimate thoughts. What is seen publicly is the initiative, the impact on the bottom line and the community, or sometimes on the environment. Yet it is their personal stories that can be most inspirational, since they draw our attention to the fact that amazing achievements start in simple ways, with just the thinking of one individual. And when we find out that the "exemplary individuals" have many very "human" aspects that we identify with and find in ourselves, it brings us closer; and, particularly, it may even trigger in us the question: If she could do it... I wonder what could I do? The interviews, however, were only the beginning of the journey. The lessons of the interviews made it possible to identify how we can all develop a sustainability mindset: in other words, the thinking and the being that can take us from breakdown to breakthrough on this planet. Each one of us can play a part in leading the change; in fact, we are already playing a part acirc;euro;ldquo; we are just not necessarily aware if that is the part we would like to play, or aware that we choose the change we are contributing to unfold. Part I presents the 16 leaders, including a summary of their story and their initiatives. Part II goes a little deeper, as you will find two dimensions that were not obvious but which underlie the way these business leaders championed the initiatives: the Thinking and the Being. Part III explores why sustainability change is so slow, and addresses the "elephant in the room": the values and beliefs that anchor our Western Weltanschauung, or worldview. Part IV addresses the alternatives that we have to convert the unsustainable values into opportunities that will permit humanity to thrive and to break through the obstructions that prevent us from stasis. Finally, Part V takes us beyond the tipping point, and presents us with an opportunity to evolve as humans developing a new way of thinking and being on this planet. This transformation is so radical and significant, that the author calls it the Big Bang Being.

Isabel Rimanoczy fills an important hiatus in our attempt to think out the strategy that is most likely to bring about an acceptable level of sustainability in our crisis-prone world ... Asking ... social altruism of business leaders seems far-fetched. But Isabel Rimanoczy shows us that it is not ... Business people must act as powerful business leaders on the job, exercising power with a transformative mindset. It was not clear whether such people exist. Reading this book, we realize that they do ... What we get here is extremely useful information. We could use it in addressing the business community, catalyzing the transformative mindset in key individuals who can become change accelerators. We need them, and we all can become one of them. --Ervin Laszlo (from the Foreword) A fascinating book that uncovers and deeply explores a question we've all pondered: why we do what we do. Isabel Rimanoczy walks us through carefully researched case studies to uncover the intriguing similarities and differences between people who dedicate their lives to the greater good. Immensely enjoyable and effortless to read, the author gets to the heart of the essential issue of how we can instill altruistic values to the next generation of leaders and how they can do even better than us. --Jeffrey Hollender, Founder, Jeffrey Hollender Partners; Co-founder, Seventh Generation Anybody who has worked in the sustainability field for as long as I have has often asked themselves a key question, which Isabel Rimanoczy also poses in Big Bang Being : Why is the pace of change so glacial? And a key part of the answer, as she explains, is that we are dealing not just with vested interests but with vested emotions, vested behaviours, vested psychology and vested cultures. Changing all of these will be an intergenerational task, but important clues on how it can best be done can be found within. --John Elkington, Executive Chairman, Volans; Co-founder, SustainAbility; author of The Zeronauts: Breaking the Sustainability Barrier From the Author The experience I had throughout these two years of interviews was one of the richest in my life. It has been a journey which transformed me profoundly. The interviews with these 16 leaders became the springboard for the broader exploration of the values and mindset of our civilization that forms

the bulk of this book. The interviews opened the door to a revision of what is holding us back in our progress towards sustainability. It was something so close to us that we would barely notice it. And at the same time the key to a more sustainable world was also closer than we would imagine, right there in our souls. I discovered that it was personal, and also about people. I would very much like to share my journey with you.