

## **PDF Supplement: UU – Integral Entrepreneurship – Introduction**

### **Summary: IE Introduction – Lesson 1 – Intro to IE**

#### **Summary: Purpose of the Integral Entrepreneurship Course Series:**

- Central premise of Integral Entrepreneurship: Humanity is globally interconnected. Collectively, we face unprecedented challenges in the 21<sup>st</sup> Century, not only from environmental threats like global warming, the extinction of vital species in the food chain and the degradation of clean air and water. We also face challenges from accelerating development of technologies with uncertain implications, such as inexpensive weapons of mass destruction, Artificial Intelligence genetic engineering and economic and political systems that consolidate power in the hands of a select few. There are no parallels in history to our current situation.
- The challenge: how do we respond, in every walk of life, to the very real and very serious threats posed by the 21<sup>st</sup> Century? Specifically, how do businesses and business leaders structure their approaches to forming and running a business?
- My explicit objective for this course: to encourage new business leadership that contributes to solving 21<sup>st</sup> Century challenges.

#### **Summary: IE Introduction – Lesson 1 – Intro to IE – Video**

- Humanity faces unprecedented challenges in the 21<sup>st</sup> Century that threaten us all.
- No one is spared responsibility for his or her actions. Each of us can play a positive role.
- Business is an especially powerful player in this unfolding.
- For business to play a strong, positive role, a new kind of business leader must emerge and gain influence, reshaping the norms that guide business behavior.