

Ethical Innovation -----
Inner Transformation -----
Political Stabilisation -----

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Prof. Dr. Dr. h.c. Christoph Stückelberger, Founder and President of Globethics.net, Geneva, Switzerland, Director of Geneva Agape Foundation, Visiting Professor of Ethics at Universities in Enugu/Nigeria, Basel/Switzerland (em.), Moscow/Russia, Beijing/China.

stueckelberger@globethics.net

www.globethics.net

1. Ethical Innovation

**The values-driven entrepreneur is
a leader with integrity
and an ethical innovator**

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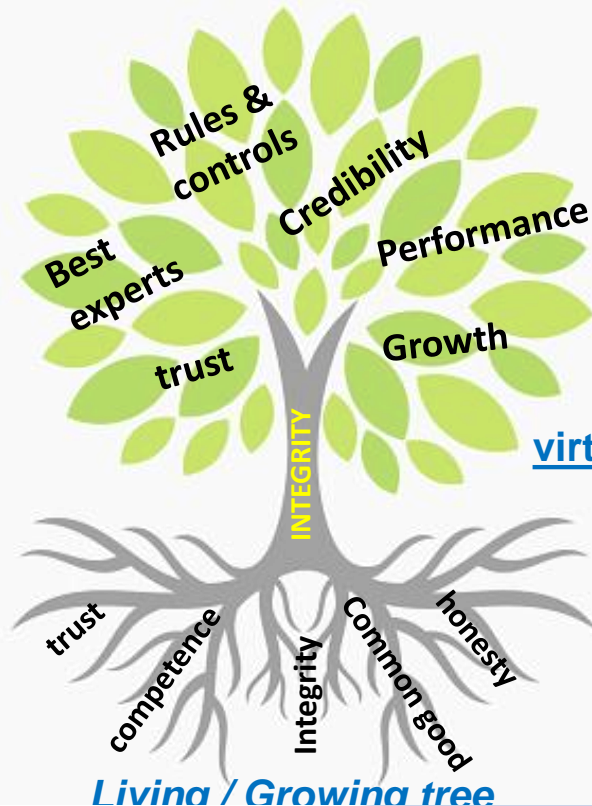
2.1 The One-letter-Revolution

From **ME** to **WE**

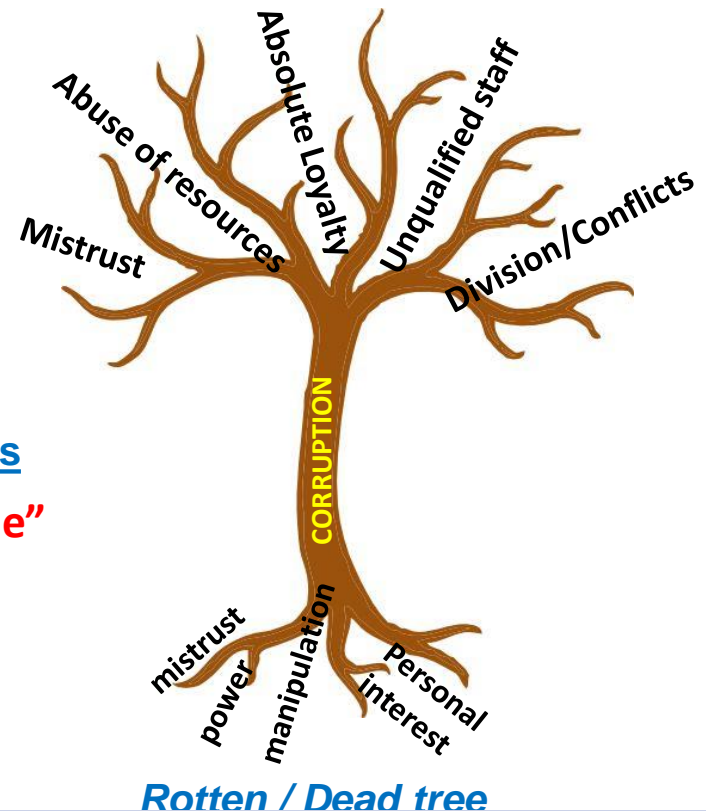


1.1 Integrity: the Core of an Entrepreneur

Integrity Leadership



Abuse-of-Power Leadership



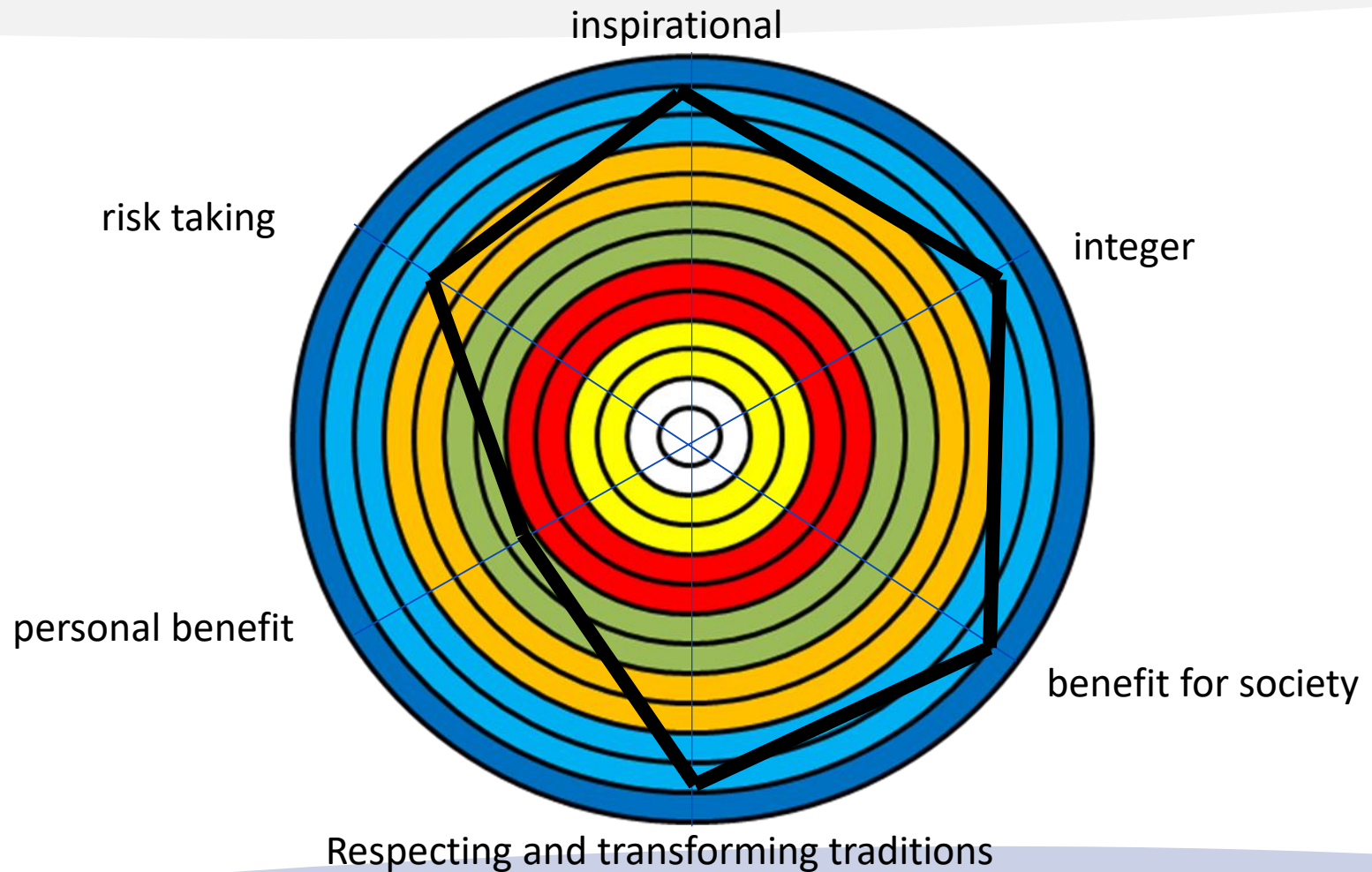
virtues vices
"we" "me"

1.2 The Ethical Innovator: the twelve I's

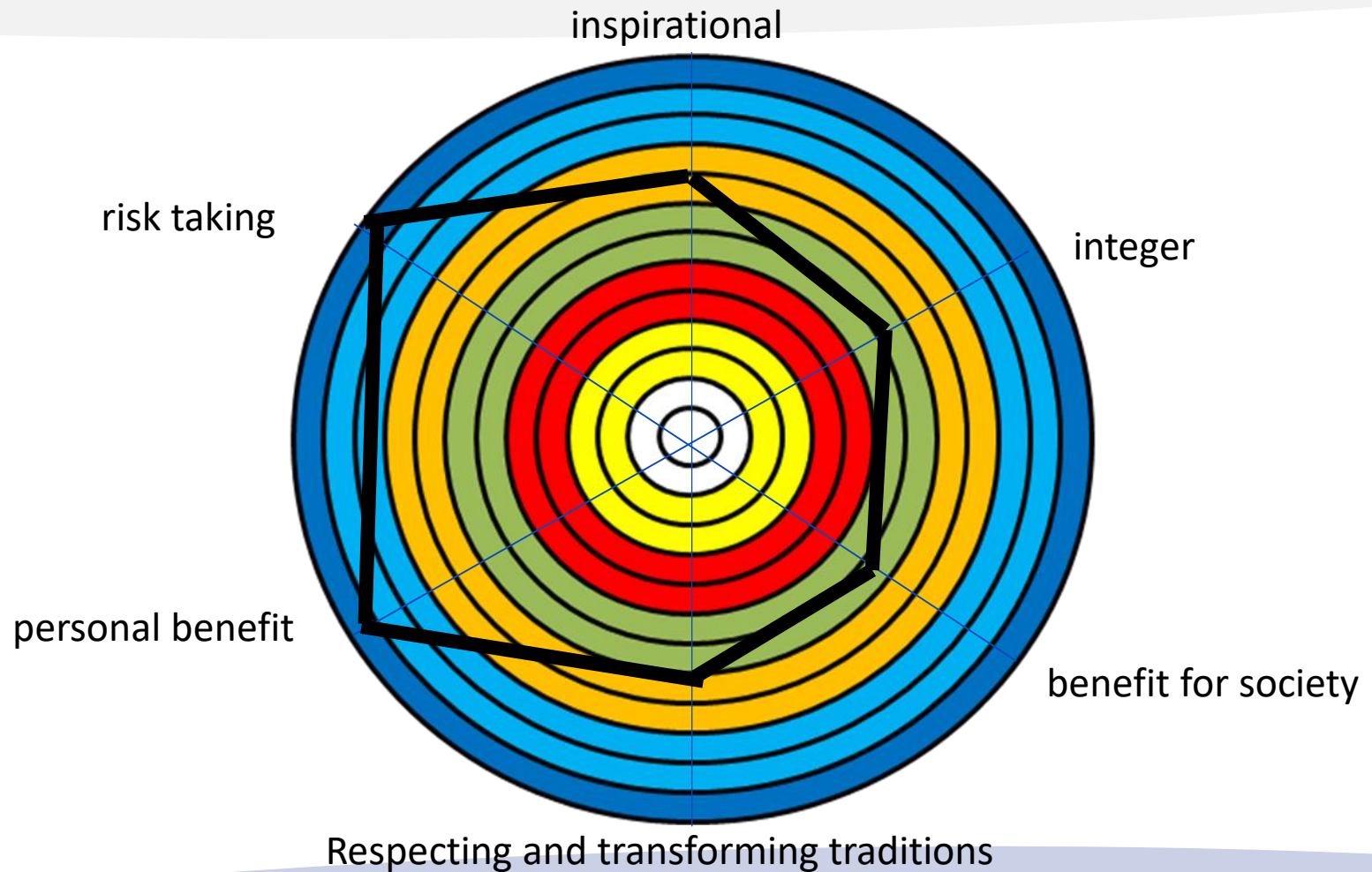
The ethical innovator is

- **Ingenous** thinking outside the box
- **Intuitive** holistic rational, emotional, social
- **Inspirational** inspired by the spirit and visions
- **Integer** honest, transparent, not plagiarising
- **Independent** from authorities and mainstream trends
- **Inclusive** for the benefit of deprived and needy
- **Improving** improving living conditions
- **International** not only for protected beneficiaries
- **Indigenous** respecting and integrating indigenous culture
- **Influential** ambitious in becoming mainstream
- **Income generating** not jobless growth, but job creating
- **Indefatigable** hope and energy to overcome obstacles.

1.3 Profile of an Ethical Innovator



1.4 Profile of an Unethical Innovator



2. Inner Transformation

**Transformation in the world
and inner spiritual transformation
have to go hand in hand**

2.2 Inner Transformation

**The Journey
to the own inner world
is the longest journey**

**Dag Hammarsköld, Secretary General
of the United Nations 1953-1961**

2.3 Inner Transformation

Megatrend: Spiritual Leadership

- **My values/faith is my orientation**
 - **My passion is my energy**
 - **My stewardship is my service**
 - **My integrity is my capital**

3. Political Stabilisation

**Innovation and transformation
are only sustainably successful
if they lead to
political stabilisation and
a decrease in economic inequalities.**

3.1 Political Stabilisation

**Innovation/Transformation
is not a goal in itself. It is positive if it**

- **leads to new stability**
- **includes the weaker in society**
- **combines global openness
with local cultural identity**
- **Balances freedom, justice, peace**

3.2 Decrease of Economic Inequality

**Innovation/Transformation
is not a goal in itself. It is positive if it**

- **decreases inequalities**
- **creates decent jobs**
- **sustains the environment**

Conclusion

Ethical Innovation
and
Inner Transformation
lead to
Political Stabilisation
and
Sustainable Economic Growth

شكراً جداً (Shokran Gidan)

merci

thank you

teşekkürler

ngiyabonga

baie dankie

mulțumesc

kealeboga

diolch yn fawr

धन्यवाद (Danyavad)

謝謝

(xiexie) asante sana

Спасибо (spacibo)

gracias danke

grazie

adub

oshe

dankjewel

obrigado/a