

Preface

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Two hundred and six countries participate in the Olympics. That is just about the whole world. No other occasion joins humanity together in a singular joint endeavour ... that of sporting excellence.

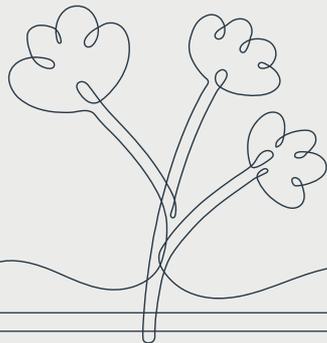
An entertaining interlude in the affairs of humanity.

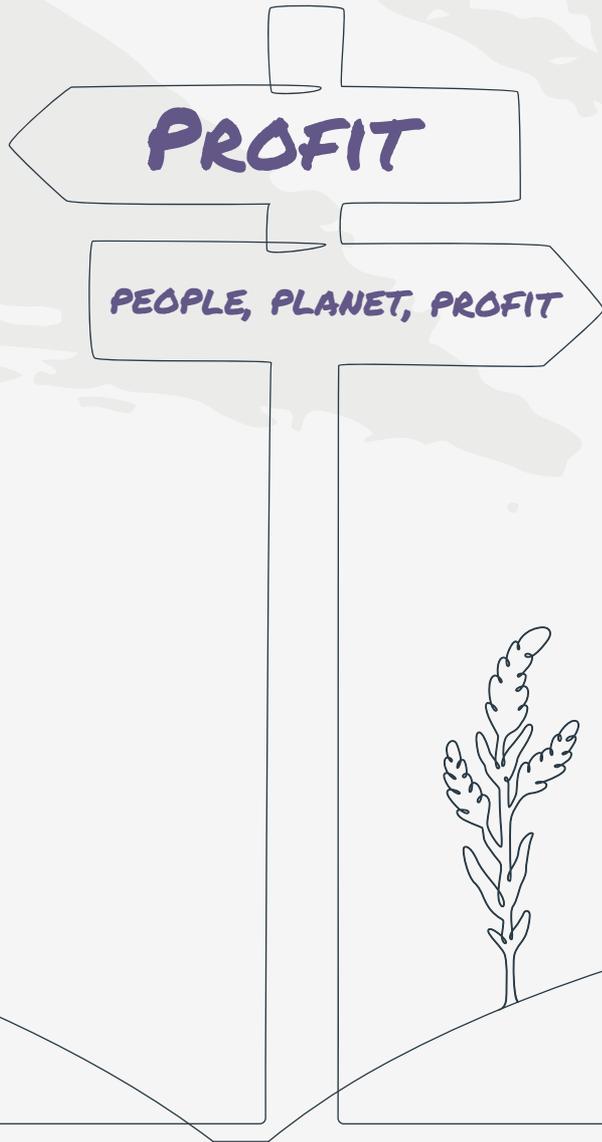
But humanity has a big problem; a problem that has happened on our watch! While we have lived out our lives the problem has been growing in plain sight. Perhaps our children, but certainly our children's children, will ask the question ... 'why did you let this happen?'

The cause of the problem? Growth! More precisely the nature of growth and its consequences.

The world is heating up, too fast. Glaciers are melting and we are near to passing the tipping point on the collapse of the West Antarctic Ice Shelf leading to rapid sea level rise¹; in a hundred years' time if your grandchildren live in London, New York, Shanghai, Dacca, Mumbai, Kolkata, Miami and many hundreds of coastal settlements they may well have to move. In our oceans we are close to another tipping point where ocean acidification will lead to the breakdown of the sea-based food chain.²

We are at a fork in the road. We can continue the path most travelled⁵ on the conventional route to growth and compound the precarious situation humanity is in, and our grandchildren will never forgive us. Or we can take the path less travelled. A path that is unclear, that requires much clearing as we proceed to help those that follow. But to travel this path and to discover that it has made all the difference ... then the conversation with our grandchildren will be so very different.





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Just imagine the impact of business leadership if it could generate Good Growth – where people, planet and profits all flourish.



Our book, *Realising Good Growth*, is our small contribution to help business leaders pursue a different path towards a better world.

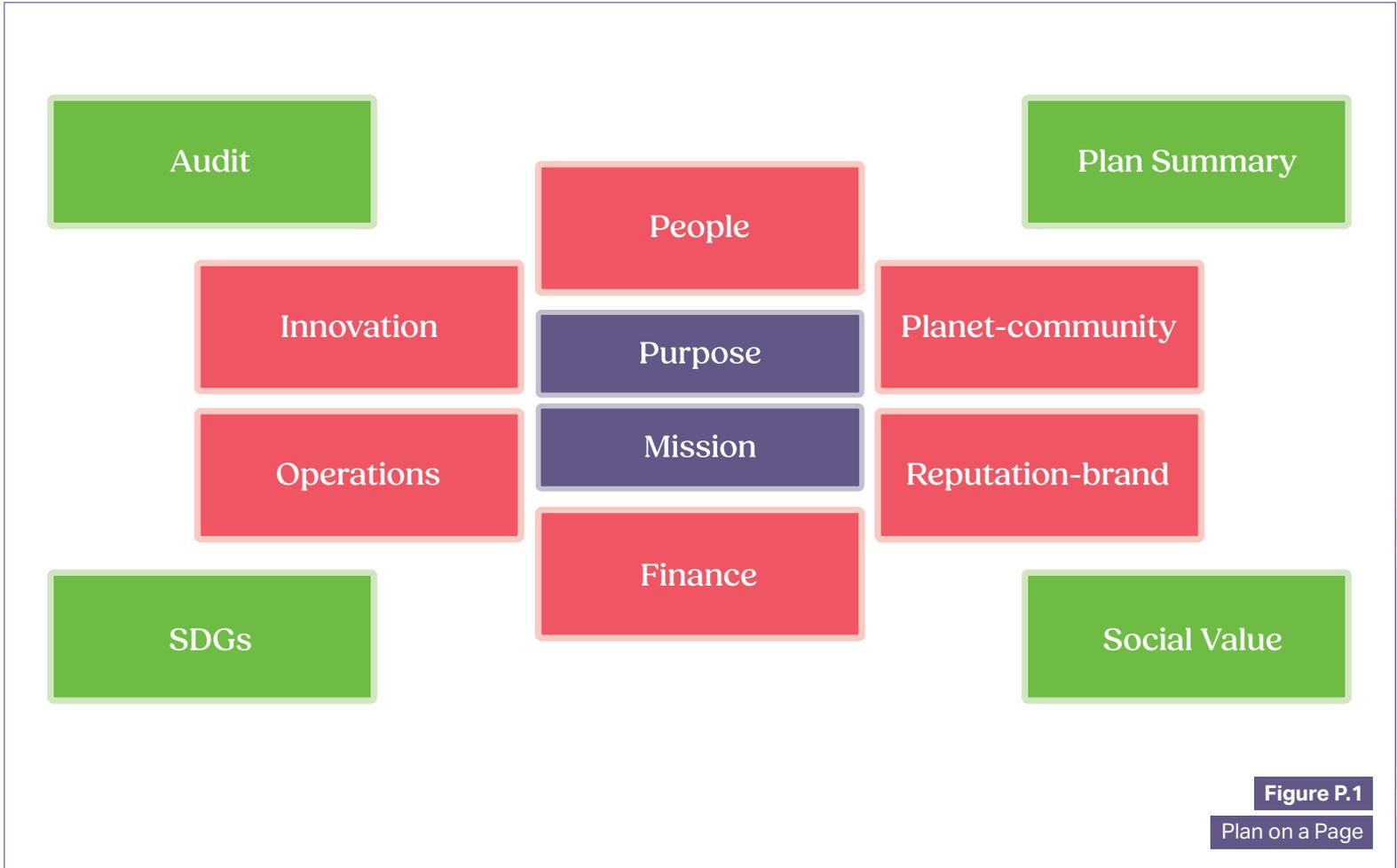
And YES, it is possible, indeed very doable. We have been working with many hundreds of businesses over the last decade or so. This book captures the learning from these collaborations to create a guidebook of practical tools and ideas to realise Good Growth. We offer up a canvas on to which you can paint a fresh perspective of the business. The book seeks to catalyse a safe space for leadership teams to spend time to think, experiment and agree on the vital next steps; such steps that develop their organisation while playing a considered part in their local communities and positively looking after the planet.

We call this a Plan on a Page (see Figure P.1). This will run throughout the book illustrated with many case examples, and will also build up step by step to a completed plan.

To help with the development of the Plan on a Page, the book has an accompanying set of digital tools designed in partnership with hundreds of small business owners who have helped shape these over the last decade. The dashboard of digital tools is in Figure P.2.



Plan on a Page



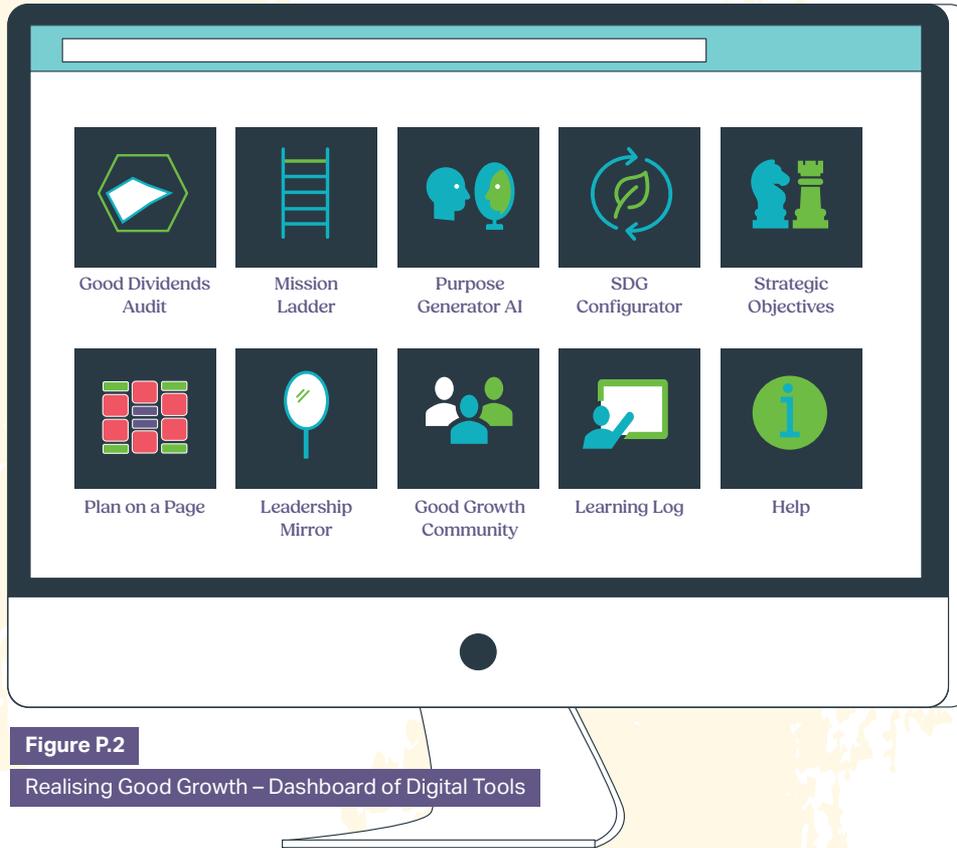


Figure P.2

Realising Good Growth – Dashboard of Digital Tools



SCAN ME

Dashboard
Link

The dashboard of digital tools can be accessed through the QR code. Purchase of this book enables you to have a year's single-user access to the dashboard of digital tools. For multi-use and multi-year access, please contact info@quolux.co.uk

The QR code will take you to the Good Growth Dashboard where you can create your own account. Once you have registered, the system will send you an email with your user id. The registration email will contain a link to click to complete your verification of the new account.

Once your account has been verified, you can login by inputting your user id, password and a randomly generated word that will need to be found in the book.

For now, we want you to begin a journey with the end in mind⁶ ... to create a Plan on a Page ... one that helps you realise Good Growth. This may be a big surprise but almost two-thirds of businesses do not have business plans.⁷ People often plan going away on their annual vacation with greater care and attention than they do with their own organisation! But a plan for Good Growth ... well that is surely just as important as a good holiday?

To assist on those first few steps we suggest jumping forward to read our final comments on page 287 and then return to **Part 1: Chapter 1** so that you can truly begin with the end in mind.

References

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7. Barnes, S., & Prowle, M. J. (2025). *Developing financial leadership in small-medium businesses*. Abingdon: Routledge.