

Theory U and CSR 2.0: Alignment of two conceptual approaches to create profound innovation and transformative change in corporate sustainability and responsibility.

Jeroen A. van Lawick van Pabst ^a, Wayne Visser ^b

a Process Consultant and Program Developer for profound innovation & CSR at Zijn Werkt!, The Netherlands; jeroen@zijnwerkt.nl

b Founder & Director, CSR International and Kaleidoscope Futures, Senior Associate, Cambridge University, UK; wayne@csrinternational.org

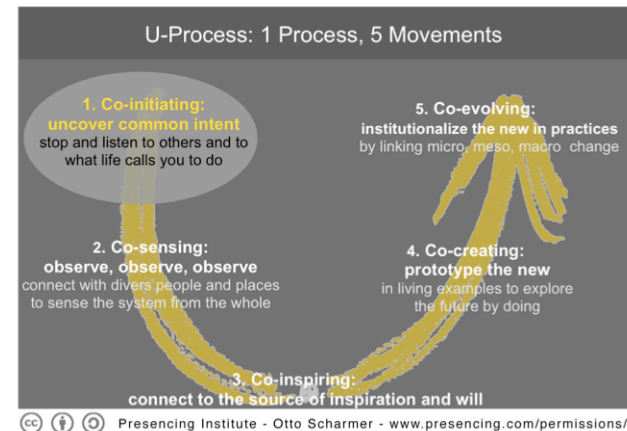
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2009341

Abstract

Wayne Visser's CSR 2.0 Model provides a compelling vision of how business can create transformative improvements in society and the environment. Otto Scharmer's Theory U describes how profound personal and collective change really happens. **This paper explores how these two conceptual approaches can be aligned, thus providing insights into how to create the profound innovation and transformative change needed in the realm of corporate sustainability and responsibility.**

Conclusion

It is thus believed that Theory U helps to bring CSR 2.0 to life. Further development and experimentation with Theory U-based CSR-practices will help to test and optimize the approach. The authors welcome organizations that wish to work collaboratively in developing this path of learning and transformation.



Theory U Stages

