OVERVIEW

What drives business and social justice activists apart? Why do economic and environmental interests clash? Why are issues like race, abortion, and guns never resolved? How does the business of media politics keep us divided? Why do progressives and conservatives veer to extremes? How can we mediate conflict and unite diverse interests?

We all have different visions of the world, things we're passionate about pursuing - civil rights, limited government, environmental responsibility and more. This class is about understanding conflict and harnessing power to do good. It is about achieving what we want in a world where people have different driving purposes.

Power and purpose is the perfect class for anyone interested in going into business, politics, or holding any sort of position of power and influence. It's for those who are passionate and interested in making a deep and genuine impact in the world around them.

MAXIMIZE YOUR OWN POWER TO ADVANCE A GENUINELY IMPORTANT PURPOSE YOU CARE ABOUT.

ABOUT THE INSTRUCTOR

Bill Shireman has over 20 years of experience developing and implementing programs that align the interests of major corporations and their stakeholders. As President and CEO of the Future 500, he helps the world’s largest companies and most impassioned activists – from Coca-Cola, General Motors, Nike, The Walt Disney Company and Weyerhaeuser, to Greenpeace, Rainforest Action Network and the Sierra Club – work together to improve the profits and performance of business. While CEO of the largest state recycling lobby in the U.S., he wrote California’s bottle bill recycling law, shown by EPA and academic studies to be the world’s most cost-effective. In 2002, with former Mitsubishi CEO Tachi Kiuchi, he wrote the popular book, What We Learned In The Rainforest – Business Lessons from Nature, featured in the Harvard Business Review, which shows how companies can become as innovative as the rainforest, leveraging feedback from key stakeholders to become more profitable and sustainable.

UGBA 194 – 1 unit
Tuesday, 4:00pm-5:00pm
For questions about this course, please contact Bill Shireman at bshireman@future500.org