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Common Language, Common Sense and Common Ground

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Abstract

When the environment is the topic, the tension between competing interests is palpable. Business, environmentalists, and government regulators often find it difficult to tolerate one another, much less cooperate. Extreme positions, unintended consequences, political intrigue, and the rapid evolution of science and technology all contribute to the chaos.

Into this complex realm, Realia Group introduces its modest contribution: An experiential learning exercise which helps build bridges between islands of common ground.

Developed by University of Michigan MBA and environmental strategy expert Professor Stuart Hart (author of the Harvard Business Review article, Beyond Greening: Strategies for a Sustainable World) the Transformation Learning Tool is not a "feel good" session; nor is it a crisis-oriented call to arms. It is a non-partisan, reality-based team-building exercise which helps participants understand larger issues by immersing them in circumstances with broad implications.

Realia Group does not preach. It is not espoused to any particular philosophy -- other than common sense. However, because the experience of each team is influenced by unpredictable introductions of unscripted considerations, sessions can be customized and orchestrated through thoughtful facilitation to address the particular concerns of the sponsoring organization.

Through this unique vehicle, Realia Group helps both businesses and environmentalists better comprehend the other's concerns, and helps both appreciate how the tremendous profit potential inherent in the problems of the global ecosystem will shape future behaviors.

Praise for Transformation

Transformation is the best tool I've seen for showing managers how their decisions translate into both economic and environmental results. It is an innovative way to improve the performance of cross-functional teams and link their actions to overall

strategic objectives." H. Muir Manager of Marketing, Training and Development S.C. Johnson

"Transformation is a great tool to start the conversations among colleagues from different parts of a company that can lead to breakthrough change. The game helps people to speak their minds, share ideas and build relationships."

Ann Graham, Editor *Pollution Prevention Review*

"The exercise is an important and creative complement to existing training programs in strategic management, environmental management and team building."

Anne Y. Illinitch

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