

A personal invitation

"Creating Futures: Beyond Profit"

- a route to a fairer, steadier, open system for all

Sleepless nights? Worried about the future? Personal and family security threatened? Is that how you have been feeling in past weeks/ months?

Everyone is saying it – **this is the most dramatic economic downturn we have seen in our lifetimes.** Some financial experts, brokers et al are saying 'we've seen it all before, it will turn right again.'

The question is do we want to return to and maintain the very situation that has created this problem in the first place? Or do we want to seize this opportunity to make it different from now on?

This is different, it is not the same as we have witnessed before. It's global and it's serious. And it calls for serious, globally integrated, principled change.

I am inviting you to make the choice to make that change happen.

True to say we have all played a part in creating the situation we are in. We have all, albeit maybe unwittingly, chosen to create and use the financial systems and corporate structures that have created this situation. But these systems have developed with a complexity and impact that exceeds the comprehension of their creators, regulators and operators let alone you and me. Our regulatory and governance frameworks have proven inadequate.

And yes some people did see this coming but we actively chose not to listen to them. We may have heard but we did nothing or little to change things. We made choices and in that we share a collective responsibility for both the situation we're in and the action to change it.

The good news is there have always been other choices. There are alternatives today, and we can create yet more.

We can choose a different future.

We can seize this opportunity to openly debate and significantly influence the future operation of the financial markets and the traditional bottom line thinking in organisations, in the UK and internationally.

We can influence growth of responsible business development and leadership globally.

We can move to a landscape where corporations, governments and financial systems really serve and benefit our communities and the natural world we all ultimately depend on

We can catalyse and influence change

Create and agree new values and principles for the way we live in the future

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In doing so key questions emerge:

- Do we know what alternatives there are?
- How will we judge whether they will indeed serve communities?
- How can we be sure that they are fundamentally “better” and present less risk than our current ones?
- What are the values and principles necessary to guide the design and operation of these new systems that will allow us to monitor and regulate their operation?
- Who are the thought leaders and experts that can bring these alternatives into being?
- What needs to happen by when and how?

The enquiry starts here.

Through ASP we are launching a series of one-day enquiries around the UK to address these issues and identify the frameworks and directions for developing the financial and corporate governance structures that serve the community. The outcomes will be brought into a Summit where the participants with thought leaders and experts identify and define how these can be brought into existence.

My invitation to you is to come and seize the moment – to lead for a different tomorrow where corporations, governments and financial systems really serve and benefit us rather than we serve them.

Jenny

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Creating Futures