Values in Action Walter's Picture Book Walter Baets

99 Things to Learn in Business Schools Walter's Note Book Walter Baets

Context

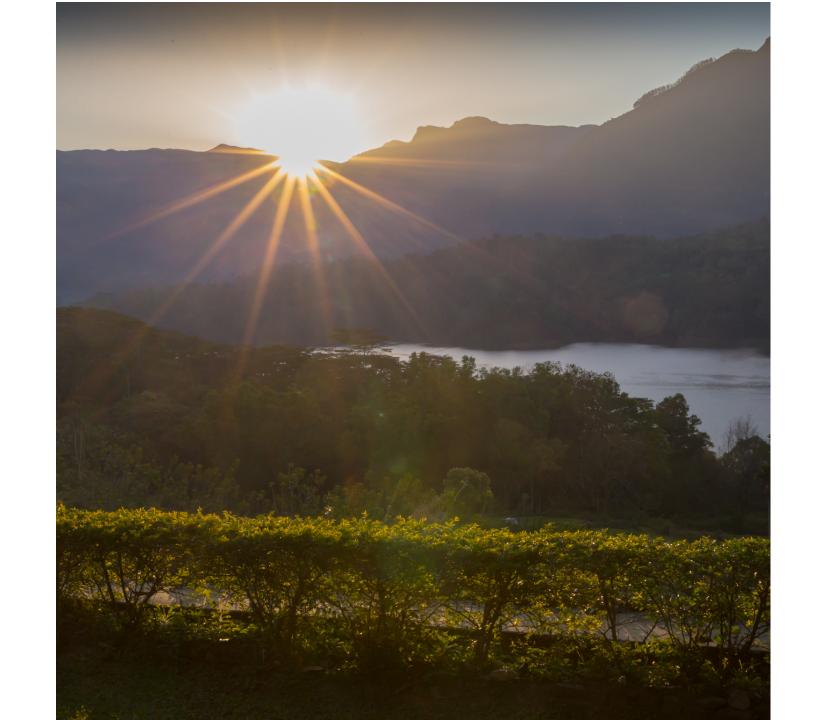
This coffee table book has been made for the 50th anniversary of the Graduate School of Business of the University of Cape Town, to be used as a business gift. It are two books in one, and they are read in opposite directions. In that respect it is a unique book, nevertheless having two ISBN numbers. Each side has its own cover and title and can be read completely independent from the other one. But they make much more sense together. The book was made possible by the Allan Gray Center for Values Based Leadership.

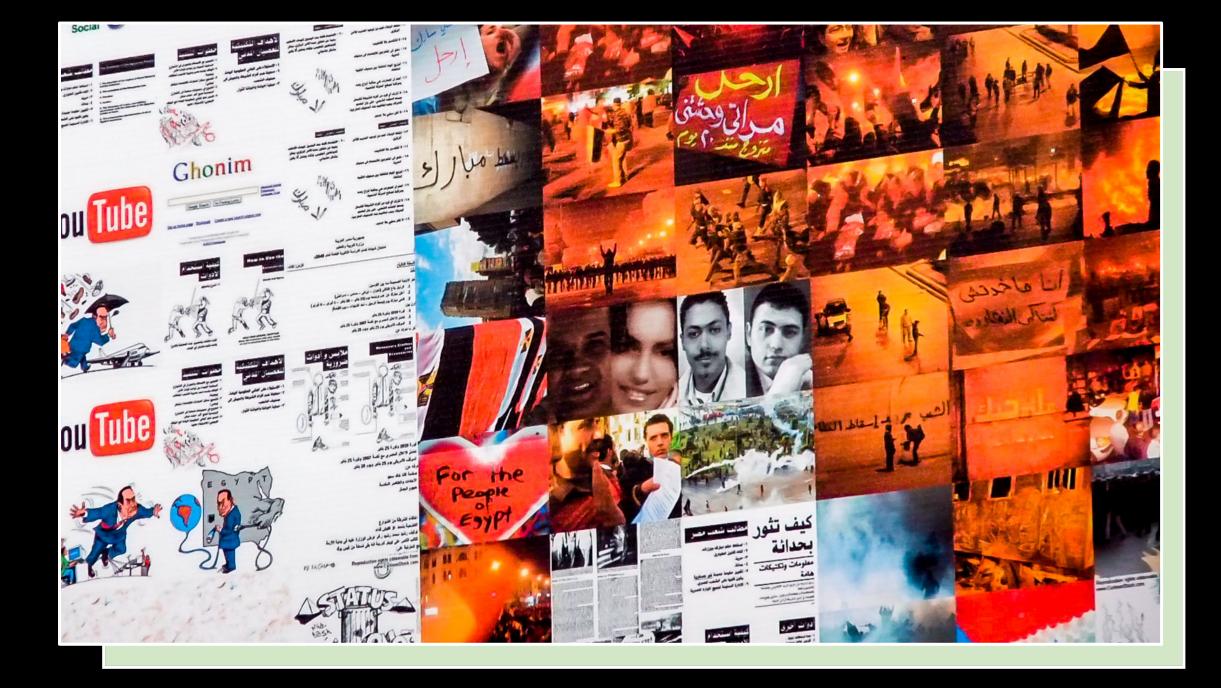
99 things to learn in Business School

This book offers the reader 99 important, sometimes annoying questions that matter in business. It are the questions that are often not dealt with in Business Schools, but that illustrate the profound challenges of companies and managers today. They relate to impact, values, human dimensions of management, sustainability; issues that could change the face of business for the better. These lessons are brought in two formats. The first is a theatric of a hyena and a giraffe, around the assumptions of our business thinking. In the margin of that theatric, questions are 'written'. The rest of the book are just straight forward questions, lessons learned, and the reader is invited to answer them.

Values in action

The second book (the opposite direction for the reader) is a series of 99 pictures, each illustrating a value in action. Often, we discuss values as if they were theoretical concepts, ideas, wishful things to do. But we see them everywhere, and they play a role in almost all our decisions. These pictures illustrate that aspect of values: they are not theoretical, or wishful, but anchored in everyday life. The pictures in this book solicit the viewer to become more aware of values in everyday life.





Can you reflect on the role of the consumer for you and for the economy?

towards one another. We take whatever we can get, more than
we really need without thinking about the smaller animals
that can't reach. Humans are the same. Take and take with no
thought of the consequences.

Is it? What is
the purpose of

your company?

Hyena: What's wrong with that? It's survival of the fittest.

Giraffe: Well, of course you would say that. Your ontology as a hyena is exactly that. You sneak up and steal Lion's food when he's not looking.

Hyena: Because I can get away with it.

Giraffe: But you take more than you need and more than you can eat.

Hyena: Like I said. I can get away with it.

Giraffe: Well it's not right and not sustainable. We should all be accountable to everyone else. It's not that hard to do and in the end everyone will benefit.

What are your five non-negotiable values?

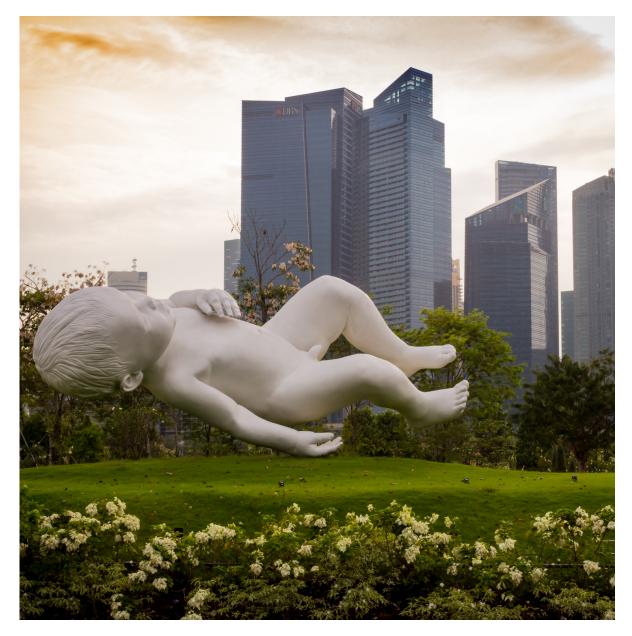
What value do you, does your company, add to society? If you go bankrupt tomorrow, what would society miss? And if it will miss nothing, why then do you exist?

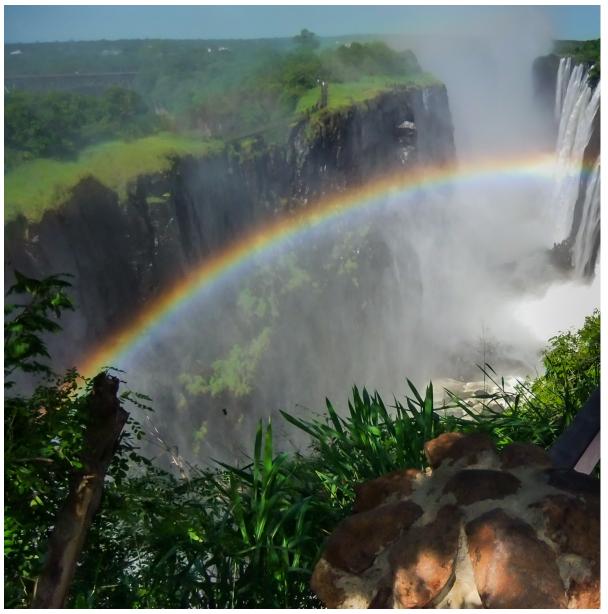




Wanderer, your footprints are the path, and nothing more;
Wanderer, there is no path, it is created as you walk.
By walking, you make the path before you, and when you look behind you see the path which after you will not be trod again.
Wanderer, there is no path, but the ripples on the waters

- Antonio Machado









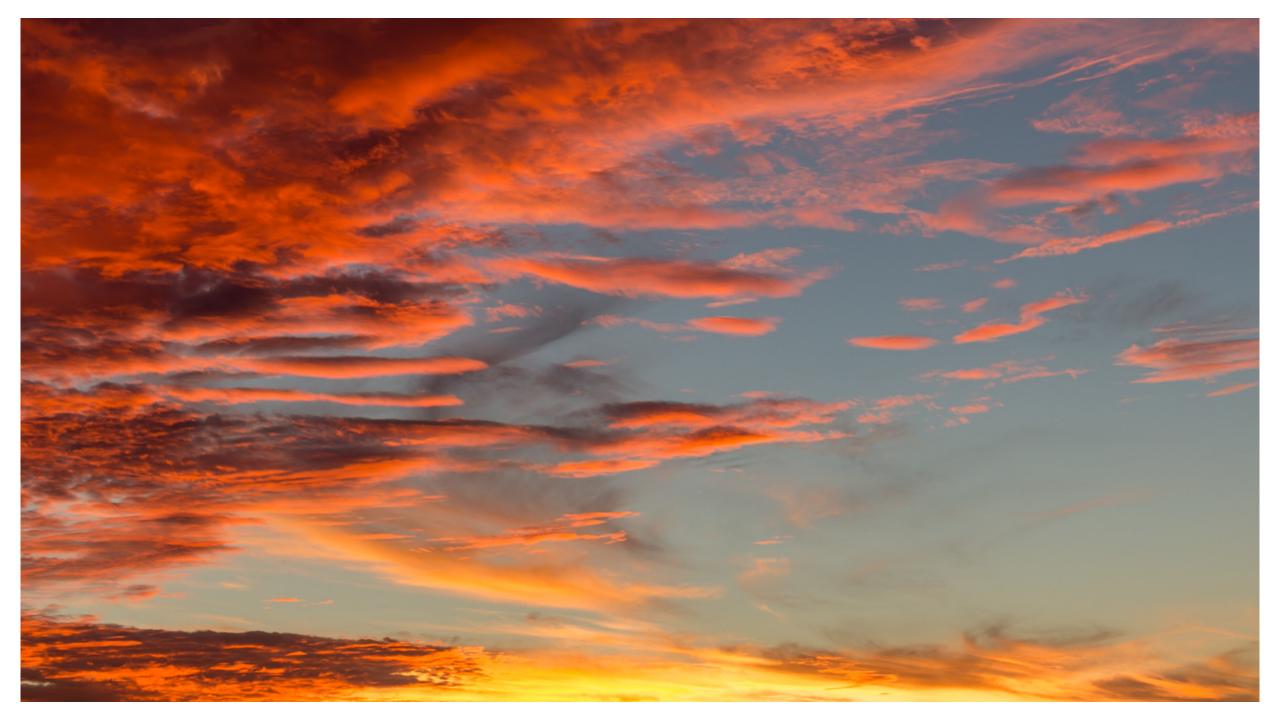


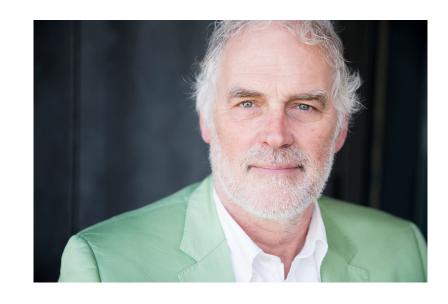












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Thanks to my experience and background, I could also write an accompanying magazine article, or make a book on request.