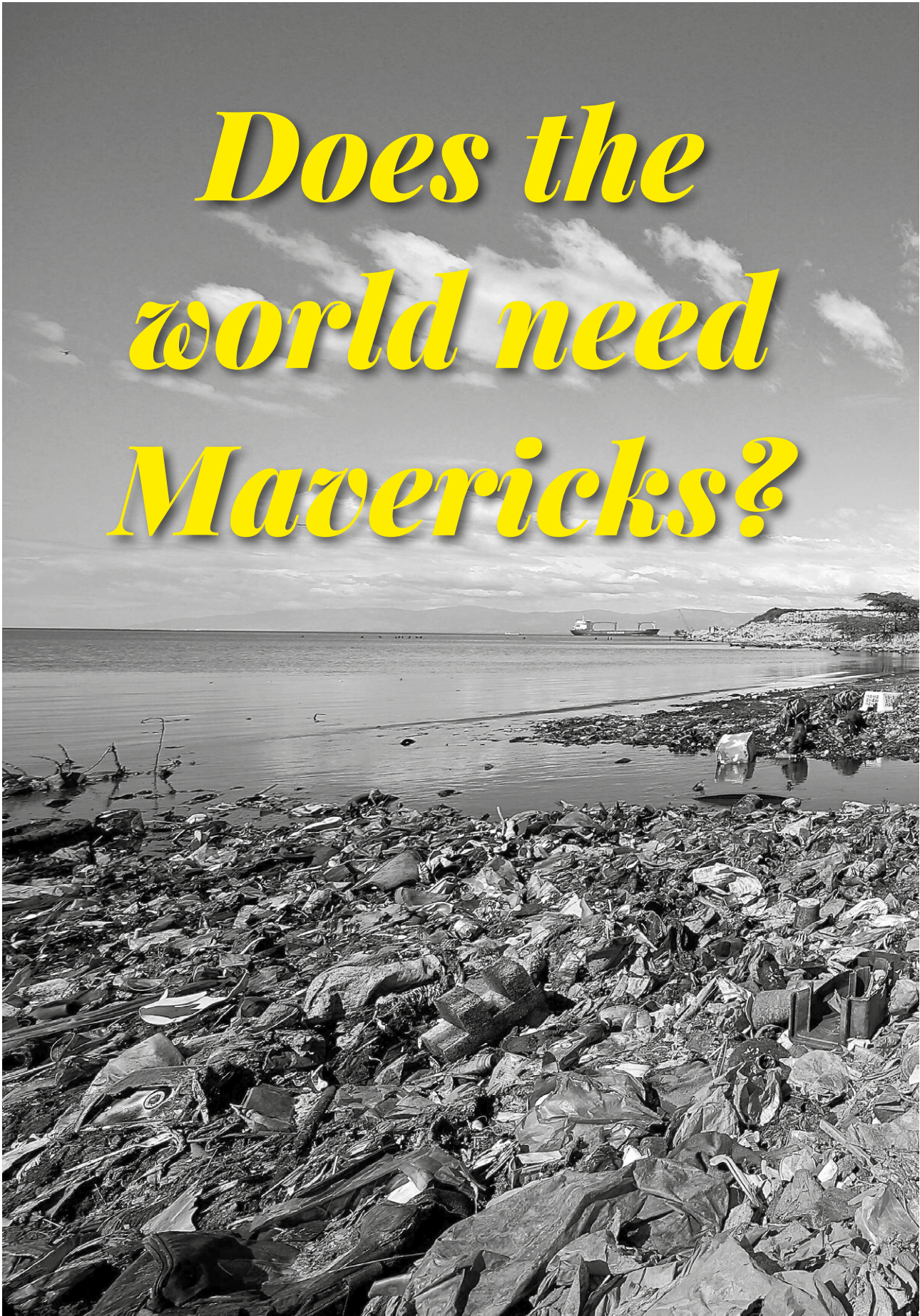
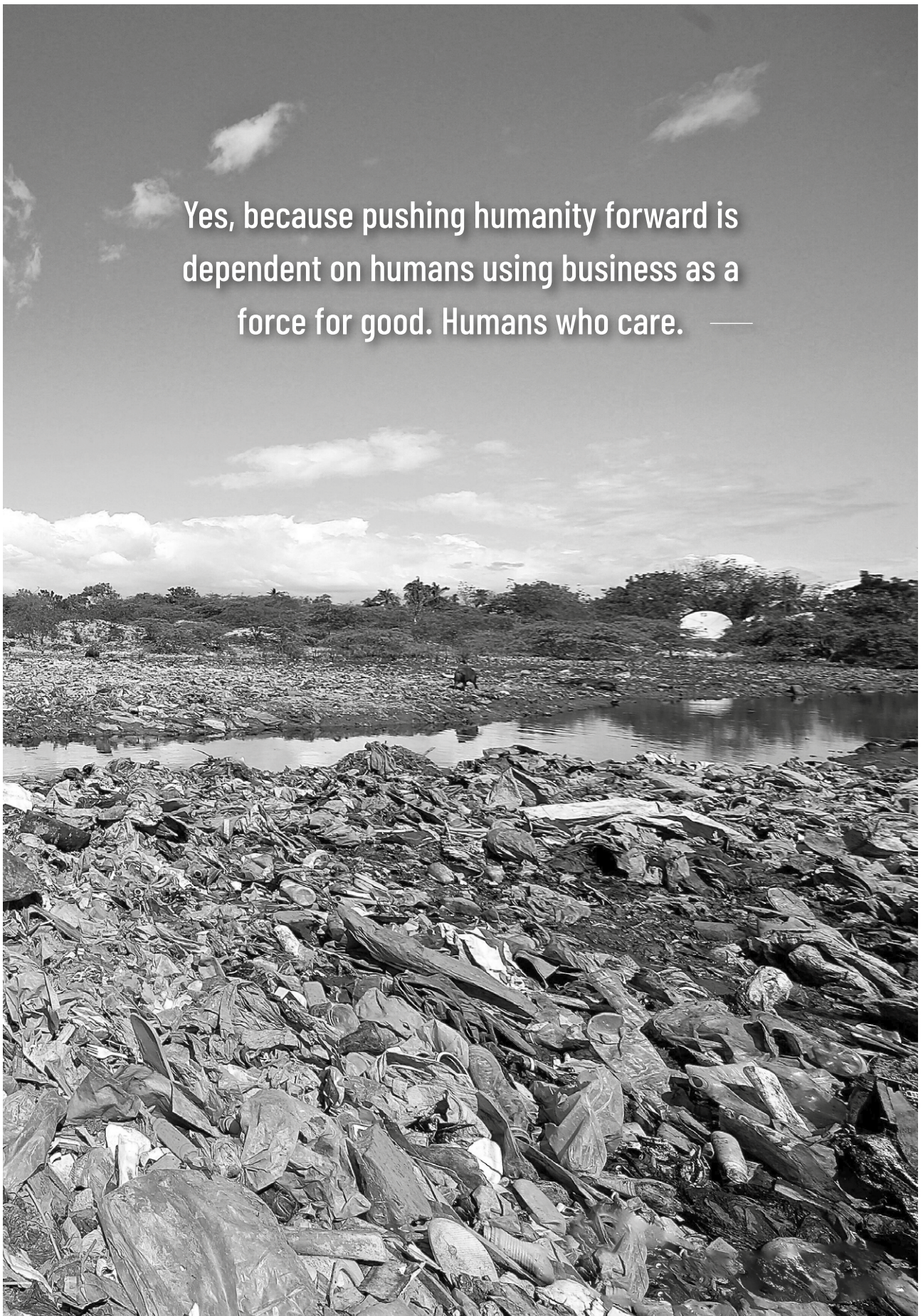


# *Does the world need Mavericks?*





Yes, because pushing humanity forward is  
dependent on humans using business as a  
force for good. Humans who care. —





## WHAT IS A MAVERICK?

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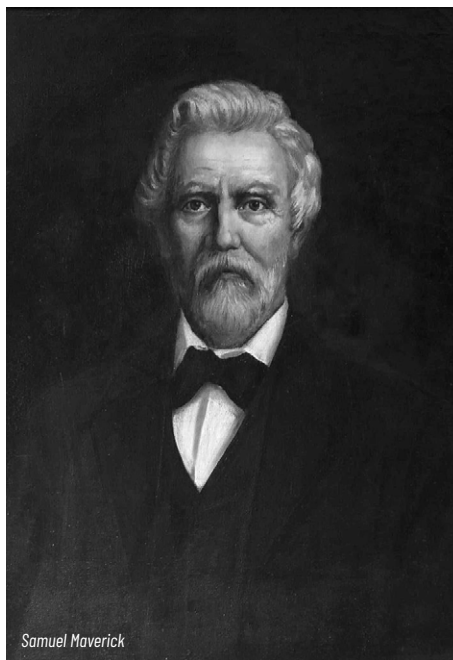
*According to the Oxford English dictionary, a Maverick is an unbranded calf or yearling, or someone who is an unorthodox or independent-minded person. The word itself originates from Samuel Maverick, a Texas lawyer, politician, and land baron who refused to brand his calves. His logic was if all the other cattle owners branded theirs then any unbranded animals would be his. This created a new kind of unbranded brand, and inadvertently increased his stock.*

What if, each era does have a unique spirit, nature, or climate that sets it apart from all other ages? Its own zeitgeist? In the field of work, a new era has been dawning where business is being seen as a force for good. As Cindy Gallop, Founder & CEO of If We Ran The World and Make Love Not Porn, believes, the business model of the future is shared action plus shared values, producing two-fold shared profit: financial and societal. Businesses that bond with their consumers over shared values, integrate their social responsibility of doing good, and making money. Businesses that care about the planet and their fellow humans.

### **The pioneer possibilists**

Since time immemorial there have been humans who just did not see the world like everyone else around them. They were curious and asked a lot of questions: Why? What if? And Why Not? Often, they were

ridiculed for their quests and ostracised for their beliefs. In extreme cases, they were vilified and burnt at the stake. What these humans did best was question the authority of the deeply held beliefs of the day, and that made others feel uncomfortable. Yet, these humans could not help it, it was part of their DNA. They were the pioneer possibilists, who were inquisitive about different ways of doing things as they believed there may be something of value to be learned by looking for answers in places where they may not have yet been sought. While some flourished some of these humans had a tough time. A tough time fitting in, being accepted for who they were and how they thought because the world was not ready for their ideas, or their ways of arriving at solutions. Today, many of them are revered and honored, books are written about their lives, thoughts, ideas, and ways of looking at the world. Ferdinand Magellan, Marie Curie, Leonardo Da Vinci, Amelia Earhart, Nikola Tesla, Ada Lovelace, Mohandas Gandhi, Junko Tabei, Martin Luther King, and Emmeline Pankhurst to name a few. They all questioned the status quo of their time, in their own way. Regardless of time and space, those that see things differently and how that difference can propel humanity forward existed – just as they do today. These Mavericks have always been the catalysts to solving the world's most wicked problems. —



A recent Business Mavericks research project sought to answer the question: How, what, and why do Mavericks operate the way they do in business? The project was based on grounded theory and semi-structured interviews, together with a validated Maverickism Scale developed by Elliroma Gardiner and Chris Jackson at the London School of Economics, and the View Creative Problem Solving Style Assessment tool developed by Ed Selby et al. Data was gathered from 99 Mavericks from diverse industries. We asked them how they would define a Maverick and why they do things differently? What leads to successful execution of a venture? How do they see rules? Is what you do equated to the bottom line or something else?

One of the themes that emerged was ‘business as a force for good’. The data showed:

- 1. Mavericks are often on a mission that impacts the world.*
- 2. World progress is dependent on Mavericks because they challenge the status quo.*
- 3. Mavericks apply their original thinking minds to innovate and solve problems that push humanity forward.*
- 4. Mavericks want to leave the world a better place.*

Humanity today faces many challenges, including sustainability, diversity, artificial intelligence, and health inequalities. Mavericks are the early adopters of the business as a force for good approach and are striving to use their companies as vehicles to address the challenges. If it is true that the non-conformists change the world then why is the world so focused on conforming and maintaining the status quo? Why do we celebrate the lives of Mavericks once they are no longer around, sometimes not realising their true worth for many years after their demise? Let us challenge and change that because, unlike obituaries, there is way more power in sharing a human’s unique contribution while they are alive.

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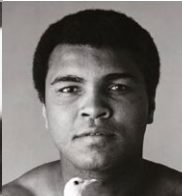
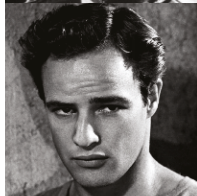
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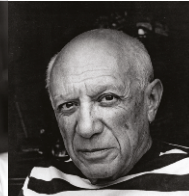
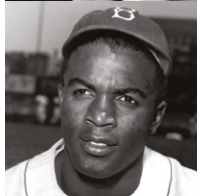
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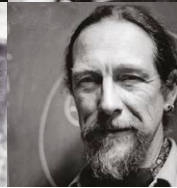
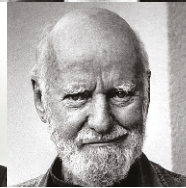
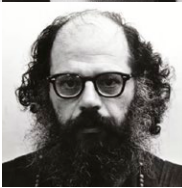
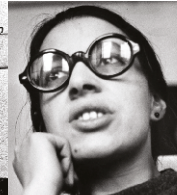
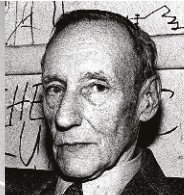
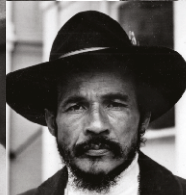
**WHO**



**CHANGE**



**THE WORLD**



**THE BEAT MUSEUM**  
KEROUAC.COM

Courtesy of The Beat Museum San Francisco





David Katz - The Plastic Bank / Social Plastic

## Sustainability

Sustainability is the ability to exist constantly, the capacity for the biosphere and human civilisation to co-exist. Sustainability is comprised of three pillars: economic, environmental, and social, informally known as profits, planet, and people. In 1987, the Brundtland Report coined the term sustainable development, stating: ‘Humanity has the ability to make development sustainable to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs’.

In 2015, the United Nations created 17 Sustainable Development goals to end poverty, protect the planet, and improve the lives and prospects of everyone. That is exactly what David Katz, Founder and CEO of Plastic Bank, set out to do. David Katz is on a mission to empower the world to stop ocean plastic by building an ecosystem that provides an opportunity for the world to collect and trade plastic waste as a currency. In doing so, Plastic Bank is revolutionising the world’s recycling systems to create a regenerative, inclusive, and circular plastic economy. David Katz explained this beautifully via this riddle:

“There is only one way  
to look at things until  
someone shows us how  
to look at them with  
different eyes.”

Pablo Picasso

“When you walk into the kitchen and the sink is overflowing and water is falling over the floor and you only have a mop, plunger, and a bucket, what do you do first? The answer is to turn off the tap. The Plastic Bank is focused on prohibiting the flow of plastic from entering the ocean, not going and cleaning the ocean. And we engaged with the world’s poor. If you are walking down a road and you are walking over diamonds and rubies

and bars of gold and you can see them and they shine and they are everywhere and you look at them and yet there is no bank, there is nothing you can do with them, do you pick them up? Most people would say no, and what we do with The Plastic Bank is create the infrastructure to reveal the inherent value that is already the petroleum-based resource. We just give and create a way to reveal the way in plastic. The most fulfilling part is through the people we get to affect their livelihood and income and when people return material to the centre and then they run away because they think it is too good to be true that they got money for garbage.”

The materials collected are reborn as Social Plastic, which is re-integrated into products and packaging. Plastic Bank’s global partners include IBM, Shell Energy, SC Johnson, Aldi, Henkel, and more. A closed-loop supply chain is created, while helping those in poverty who collect it.

## Diversity

Diversity helps us to see things differently. It enriches life and hence business because of the alternate perspective it shines a light on. Workplaces are acknowledged as benefitting from employing diverse teams that are reflective of the society they exist and operate in. As Sharon Thorne, Deloitte’s Global Chair, points out in Data-driven change: Women in the boardroom - A global perspective:

“Research has shown that increasing diversity is not only the right thing to do for your culture, it also leads to better business outcomes. Increased gender diversity at all levels leads to smarter decision-making, contributes to an organisation’s bottom line, powers innovation, and protects against blind spots, among other benefits.”

Pocket Sun is a venture socialist, investor, and founder at SoGal Ventures, redefining the next generation of founders and funders. Pocket Sun is driven by a mission to close the diversity gap in entrepreneurship and venture capital. Here is the reason why she founded SoGal Ventures: “I started SoGal to help female entrepreneurs to help them and get them connected, but very soon I found that funding is a bigger problem for them. It is easy to meet other entrepreneurs and get to know them, but it is more difficult to get that money from the 94 percent male investors, so it is a hard wall that we have to climb





over. When I did my research, I learned that only three percent of VC funding went to CEOs and over 77 percent of VC firms never hired a woman to make investment decisions. 90,000 billion dollars is how much value we can activate if we are able to tap in the undiscovered talent and potential of women, and I hope that with our work we can influence more and more women in the world and really contribute to the global economy.”

Today SoGal Ventures and the SoGal Foundation is the largest global platform for diverse entrepreneurs and investors. Through hyper-local micro-communities paired with global initiatives and programming, SoGal has influenced more than 500,000 entrepreneurs in 50 cities across six continents with funding, education, and community.

## Health

We know that vast global health inequalities exist, inequalities that are unfair and need to be reduced. This has been brought into sharp relief by the inequitable distribution of the Covid-19 vaccine around the world. This inequality also still exists in the most basic of human needs, period protection. In November 2020, Scotland became the first country in the world to make period products free for all. Meanwhile, in India, social entre-

preneur Arunachalam Murganatham, also known as Pad Man, having discovered his wife collecting filthy rags and newspapers to use during her period, invented a low-cost sanitary pad-making machine that can be operated with minimal training. Arunachalam Murganatham is on a mission to make India a 100 percent sanitary napkin country. In 2014, he was included in Time magazine's 100 Most Influential People in the World and is the protagonist of the Bollywood biopic Pad Man. Arunachalam shared his mission:

“So now I am helping the social caste something, I am becoming a social entrepreneur. The moment I say social entrepreneur there is no importance of revenue or profit, nothing. Still, I am living in a rental house, but I am able to change millions. So why am I trying to address a problem? I just take a small one, then I am continuously digging, digging, and it is just the tip of the iceberg. Then I realise I am addressing the biggest problem. Something you are able to give a solution for a small one. If you do a solution for a bigger one, then it is understood. That is why I do it. So instead of looking for an opportunity, look for a problem. It is available everywhere. Take a problem and address it with your knowledge and be a solution provider and the world would become a problem-less world.”



Arunachalam Murganatham - Jayshree Industries



In India, today menstruation is still considered ‘dirty’ or ‘impure’ and a taboo subject. Yet Arunachalam Murganatham’s low-cost sanitary napkin machine only costs Rs: 1,37,000 and provides napkins and employment for many women across rural India.

### Technology

Technologies, particularly AI, are often depicted in the hypothetical scenario of machines taking over the world. Yet these are tools that can be used most effectively to enhance human life.

Rana el Kaliouby is an Egyptian-American computer scientist, entrepreneur, and CEO of Affectiva. From an MIT Media Lab spin-off, Affectiva created and defined the Emotion AI category, building technology to read human emotions. Rana el Kaliouby is on a quest to reclaim our humanity by bringing emotional intelligence to technology and is spearheading the application of Emotion AI to mental health, autism, conversational interfaces, robotics, and education. Rana el Kaliouby believes in the power of human connection and her mission is to humanise technology before it dehumanises us:

“So, I really believe that emotions matter in our world and I think as we become more and more digital, the emotional element is missing from our interactions with our phone, but also with our interactions with each other. So, a lot of my conversation is through chat messaging and email. I feel like that there is no emotion in the digital world, and I want to bring emotions to our digital world. The legacy is like 10 years down the line, 20 years down the line to look back and say ‘wow’, we cannot imagine a life without Skype, what would we have done? Right? I want to leave a stamp on our digital experiences, where people cannot imagine technology without emotion like they will all say, how did it all work without emotion?” Rana el Kaliouby is using Affectiva to humanise technology, pioneering human perception AI and transforming how humans and machines interact to make our lives better and safer. For example, Mirrorable uses Affectiva’s technology to help stroke survivors learn or relearn motor skills, whilst AR Smart glass helps people with autism teach themselves vital social and cognitive skills. Businesses that only focus on the bottom line should become old news. The people and businesses who challenged the status quo of yesterday need to become the new status quo.

The future belongs to organisations, which are able to think long-term and rapidly innovate.

It belongs to organisations that care about their people, what they produce, and at what cost to the planet and to future generations.

As a children’s nurse who worked in paediatric palliative care, I would like to think I know a little about care. I just wanted to share how some Mavericks are manifesting care into their work and creating businesses that are a force for good, and the world needs them. ×

Unless someone like you  
cares a whole awful lot,  
nothing is going to get better.  
It’s not.

The Lorax (Dr. Seuss)