

**DEALING WITH CORRUPTION IN BUSINESS WHEN RULES ALONE DON'T SEEM TO WORK**

**ROB REICHE - INCLUSIVITY**

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Century City Conference Centre  
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**The Leading Event in Africa for Supply Chain Professionals**



**40<sup>th</sup>**  
annual  
conference

# AGENDA

- **Is there something beyond rules?**
- **How do ethics become a casualty?**
- **Do the neurosciences offer a path beyond rules?**
- **The challenge of the path beyond rules**

# Rules bring order to chaos ...

- o Changing world order (e.g. Brexit, Trump)
- o Shifting societal norms (e.g. social media)
- o Upheaval in the world of business and work





# Barriers to shifting Mindsets

**Our Worldview is based on genetic and environmental factors**

- **How we are hard-wired (McWhinney)**
- **What we experience filters our individual reality (Dweck)**

# The Habit Trap

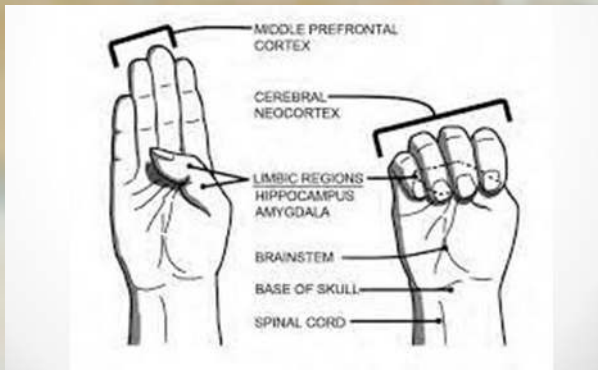
A black and white dog is herding a group of sheep in a green field. The dog is on the left, and the sheep are on the right. The background is a line of trees under a blue sky.

- **Habits of Thoughts block creative solutions**
  - **Cognitive Bias**
  - **Problem solving options**
- **Habits of Action retard progress**
  - **Default Mode Network**
  - **Change orientation vs. Change**



# How is Neuroscience helping with Change?

- **NEUROPLASTICITY!**
- **Changing attitudes and behaviours**
  - **Empathetic nervous system**
  - **Morality and fairness**
- **Understanding neural processes**
  - **PFC, Amygdala, Hippocampus**
  - **ACC**



# Isn't Mindfulness what Gurus do?

- **Mindfulness**  
“The goal of meditation is not to control your thoughts, but to stop letting them control you”
- **Benefits of mindfulness practices**
  - **Reduce stress**
  - **Empathy**
  - **Morality**
  
  - **Grows the ACC**



# The “Moral Molecule” makes the connection ...

- **Creating the right environment**
  - **Building the group**
  - **Non-threatening**
- **Using Creative Interchange**
  - **Transparency and openness**
  - **Creative solutions**





# The leader sets off corruption and the leader must begin the healing ...

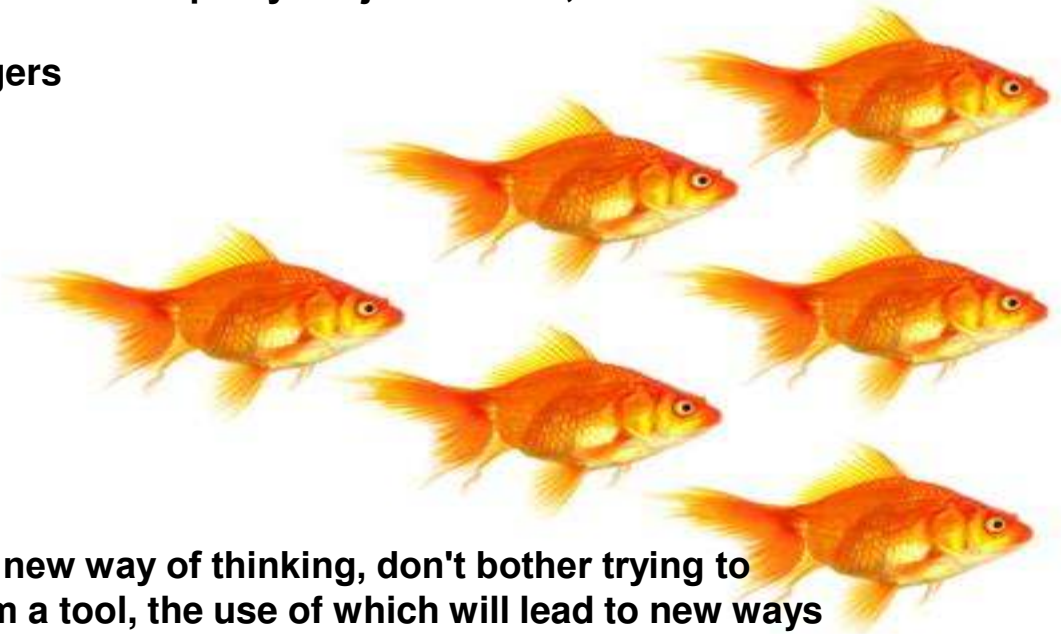
- **The role of the leader**
  - **Talk ... walk ... resource**
  - **Character vs. personality**
- **Undertake “Deep Change”**
  - **Lived belief and values**
  - **Collective Leadership**



# Underpinning the “Deep Change” approach

**“The curious paradox is that when I accept myself just as I am, then I can change”**

**Carl Rogers**



**“If you want to teach people a new way of thinking, don't bother trying to teach them. Instead, give them a tool, the use of which will lead to new ways of thinking”**

**Buckminster Fuller**



# Change the world one person at a time ...

Successfully undertaking a “Deep Change” path beyond rules must be ...

- Fun
- Inspiring
- Profound
- Powerful
- Long-term focus

