CITIES IN A CHANGING WORLD: QUESTIONS OF CULTURE, CLIMATE AND DESIGN

- Paper / Proposal Title:
  Strategy with Purpose – Integral Design Thinking, a Holistic Strategy Framework for Organizational Culture Change

- Author(s) Name:
  Maya Jaber

- University or Company Affiliation:
  Birmingham City University & M3D Consulting LLC

- Abstract (300 words):
  As climate change is upon us, the health of our communities and our planet is at stake. As different groups focus on singular issues, true change will only occur when behavior and culture change is adapted by all stakeholders involved with a focus to embed Environmental, Social and Governance (ESG) imperatives. There is a gap in the Sustainability Management field where leaders understand the dire need to implement change into their organizations, but most do not have the tools or understanding of the web of connections of how to do so. The purpose of my research was to understand the macro of a holistic strategies for change leadership to focus on so they can streamline the micro initiatives being led by themselves, team members or champions inside and outside the organization. The findings were developed from professional work, research analysis, and other leadership insight. The presentation will provide a brief introduction to the Integral Design Thinking Holistic Strategy Framework and provide some tools that will help professionals focus strategies to help them in creating an agile, adaptive, and innovative organizations for ESG Adaption, that takes into consideration a top down bottom up approach strategies. A new paradigm of combining design thinking and systems thinking to create a framework that will be able to adapt to a new world economy. Integral Design Thinking (IDT) is a holistic strategy framework that works to
guide leadership to both build and breakdown systems with a combined understanding of human and organizational focus.

Keywords: Culture Change, Design Thinking, Sustainability, Strategic Thinking, Leadership, ESG, Innovation

• Author(s) Biography (200 words each):

As a social entrepreneur and innovator with 20 years of business acumen, Maya Jaber has spent the past decade finding innovative ways to support market transformation to a more sustainable future. She has continuously educated herself and others, both as part of an organization’s leadership team or as an independent consultant, on holistic strategies for cultural shifts to optimize operations, grow the organization and its bottom line while helping embed Environmental, Social, and Governance imperatives. She is a creative thinker, analyst, researcher, and tactician that sees the macro and micro to design and develop strategies that embed both qualitative and quantitative data for optimized solutions that are human-centric. Her research focused on Sustainability Management challenges and creating a holistic strategy framework for change of mindset and focus on aiding in organizational behavior change. She has always believed that all people matter, and that equality, empathy, communication, and collaboration are essential components in any corporate community and culture.