Conversion, Sin, Salvation, and Other Crucial Business Concepts
Two Discourses Concerning SL: the Pragmatic Discourse

Pragmatic view of SL

- Empowering people
- Being flexible
- Measurable
- Knowing your limitations
- Method/Trick?
Two Discourses Concerning SL: The Fundamental Discourse

SL as a Vision

- Create a New World
- Care about the Environment
- Fight Hierarchical Society
- Fight Domination of Capital
- Become what you really are
These Two Views of SL Easily Conflict

- Pragmatic view fits well into a capitalist worldview
- In the end it is opportunistic
- How can I maximize the profit I earn from my employees
- Vision of SL is long-term, altruistic, almost ‘religious’ view of the world
SL and the Way it is Marketered

- SL is rooted in the spirit of the 1970s
- Greenleaf: we just have to look around us to see the world transform into a better place
- But still, capitalism has only become stronger
- Power is everywhere
- Cost reduction
My Purpose in this Workshop

• SL is not easy
• No one can do it as one ought
• The world needs SL
• But: a much more realistic version
• SL resembles the Gospel
SL is a Jesus-concept: Mark 10, John 13
Jesus, but what about Us?

- Can we be like Jesus?
- Jesus versus his followers in Mark 10
- Pelagians say: Yes, we can!
- Augustine and his followers say: we must, but we cannot!
Sin and Conversion

- Sin is not about being a bad person
- Sin is self-alienation
- You want to be a servant, but you do not do what you want
- Conversion is about admitting that you cannot
Can we make sense of this for SL in a management context?

- Yes, we can!
- Not necessarily only for Christians
- We all want to be servant leaders
- We all want to care for the environment
- But we also want to make a profit
- We also want to drive our car
- This turn us into tunnel viewers
And finally, Salvation

• SL requires recognition of limitations
• Admit that you are a power player
• Can you do that without confession and forgiveness?
• Only when you admit that you have and still do wrong, you can begin to change!
• True love of oneself is ok, but what is true love?