



# Monica Bradley – Leading transition

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- Chair & Non-Executive Director
- Board & Executive Briefings
- Innovation Strategy / Labs
- Podcasts – Media

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**@MonBLeaves**

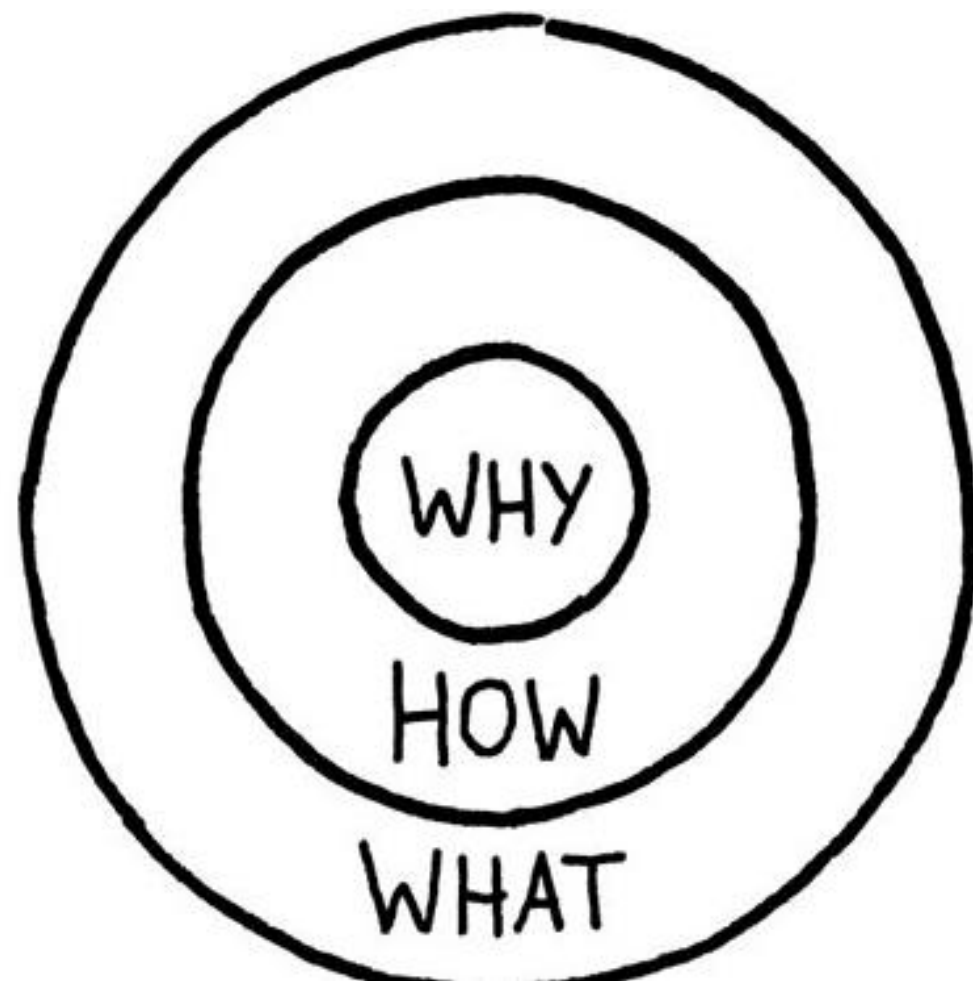


## My WHY

Help Australians transition to a world leading low carbon, inclusive society by creating and funding new models which create jobs, shared value, inclusion & a sustainable future

### My HOW

Make sense of the changing world and guide systems change across social, economic and climate capital



### My WHAT

Chair – Circonomy

Non-Executive Director – Containers for Change

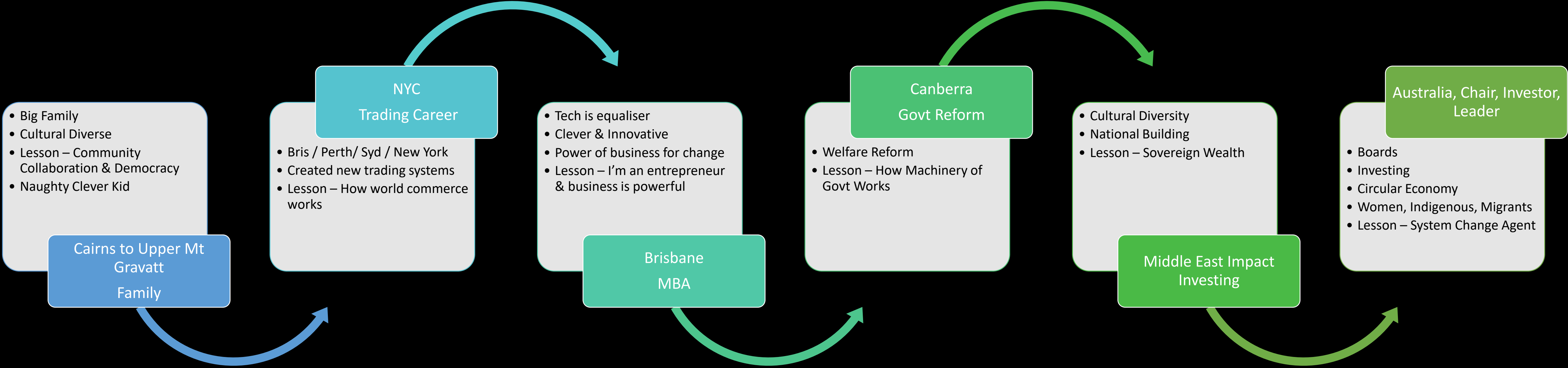
Advocate – Transition, Women, Indigenous, Different Abilities, Social Enterprises

Network – Global Change Makers

Invest – Time & Capital – Start Ups

Commentator – Keynotes, Media & Online.

# Monica Bradley – Specialist Generalist

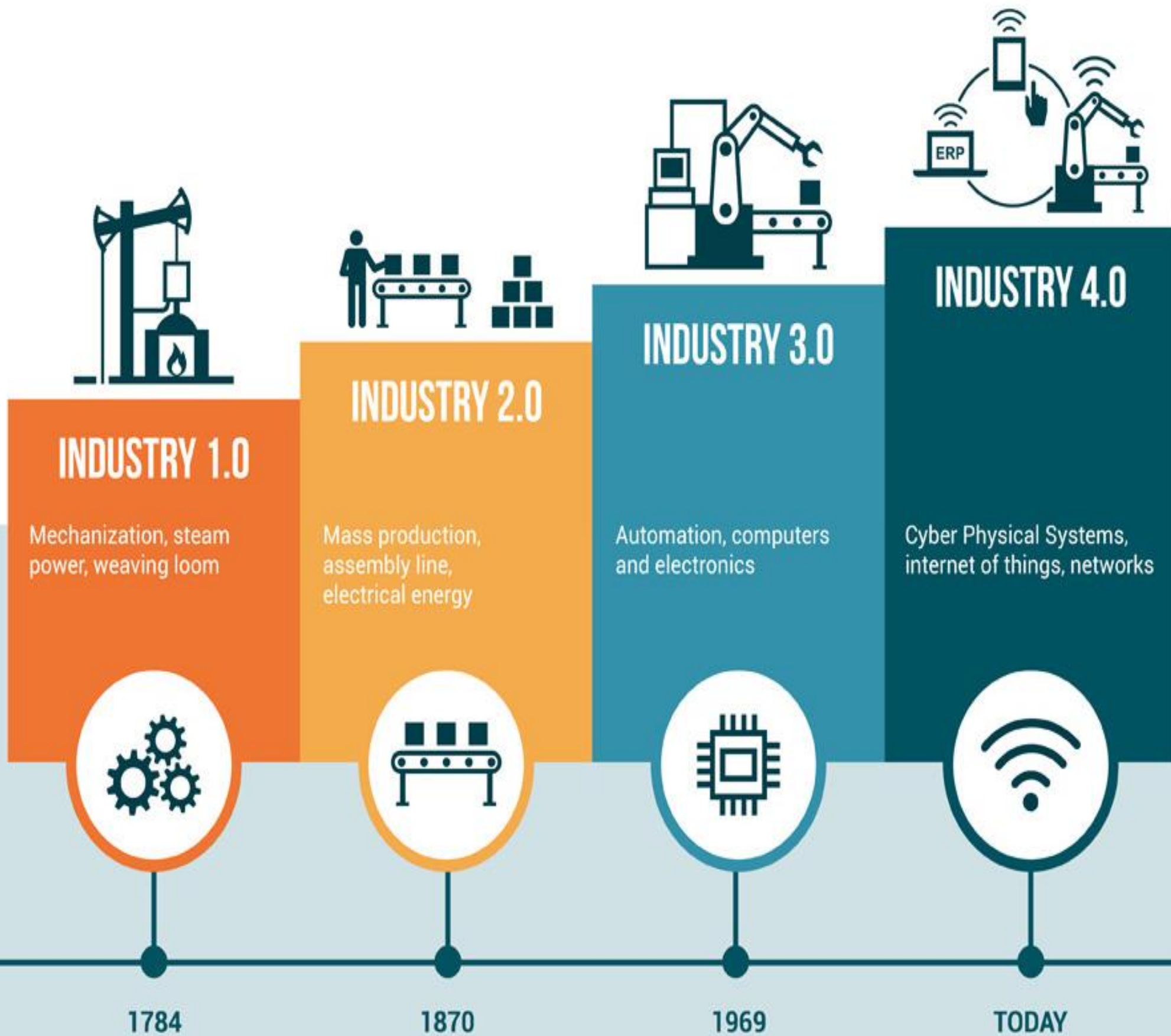


## Lessons from Accidental Career

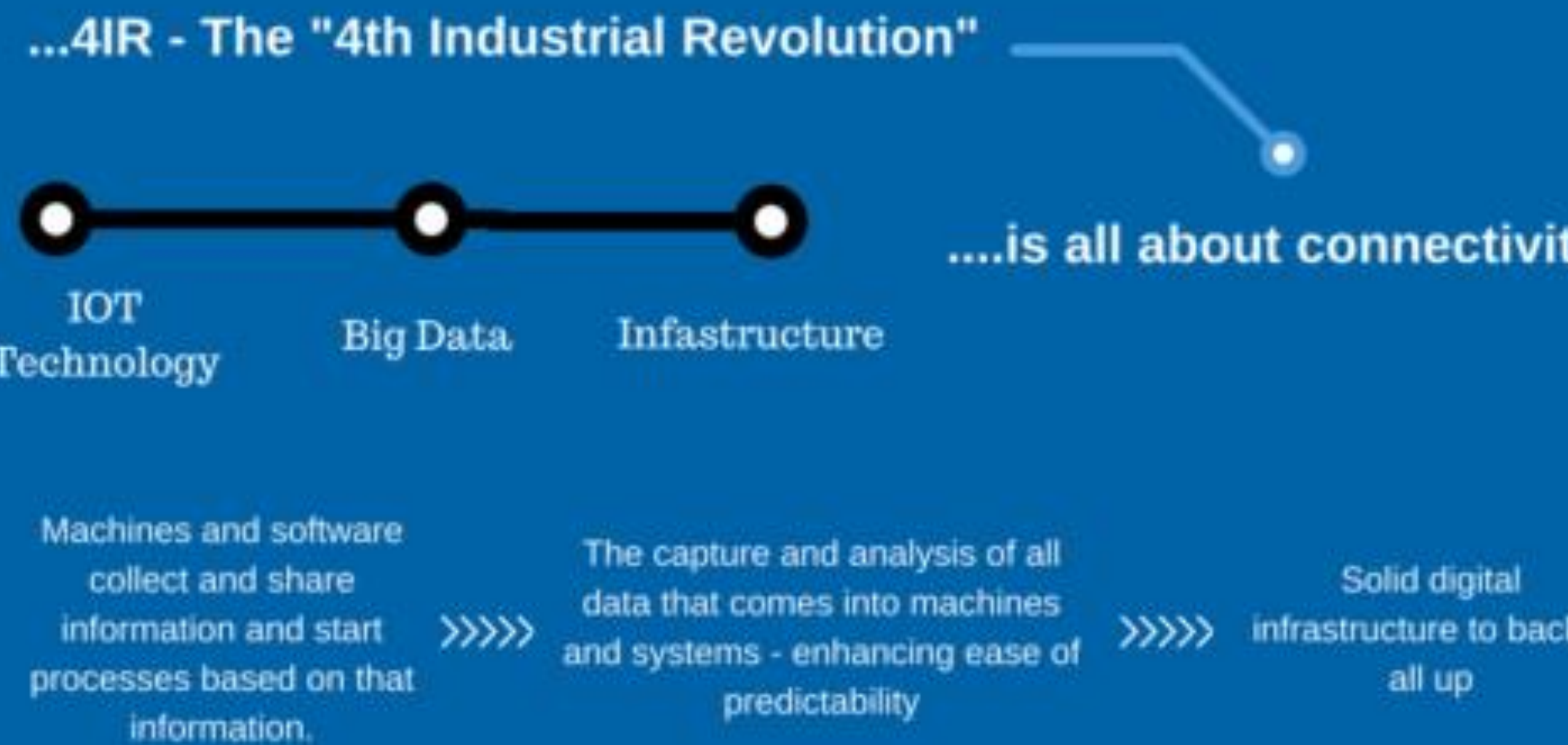
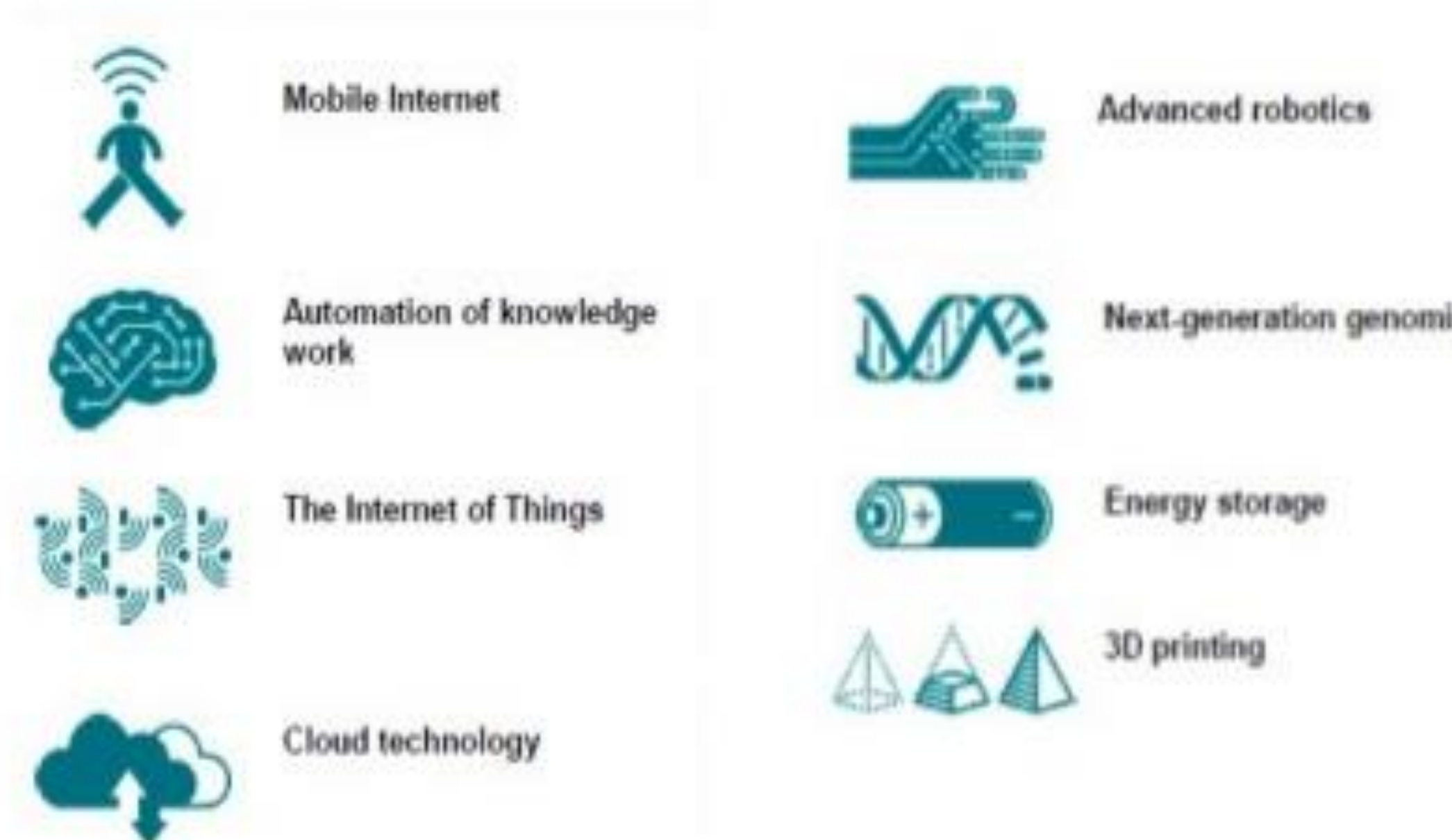


# INDUSTRIAL REVOLUTION

TRANSFORMING INDUSTRIES AND INNOVATION

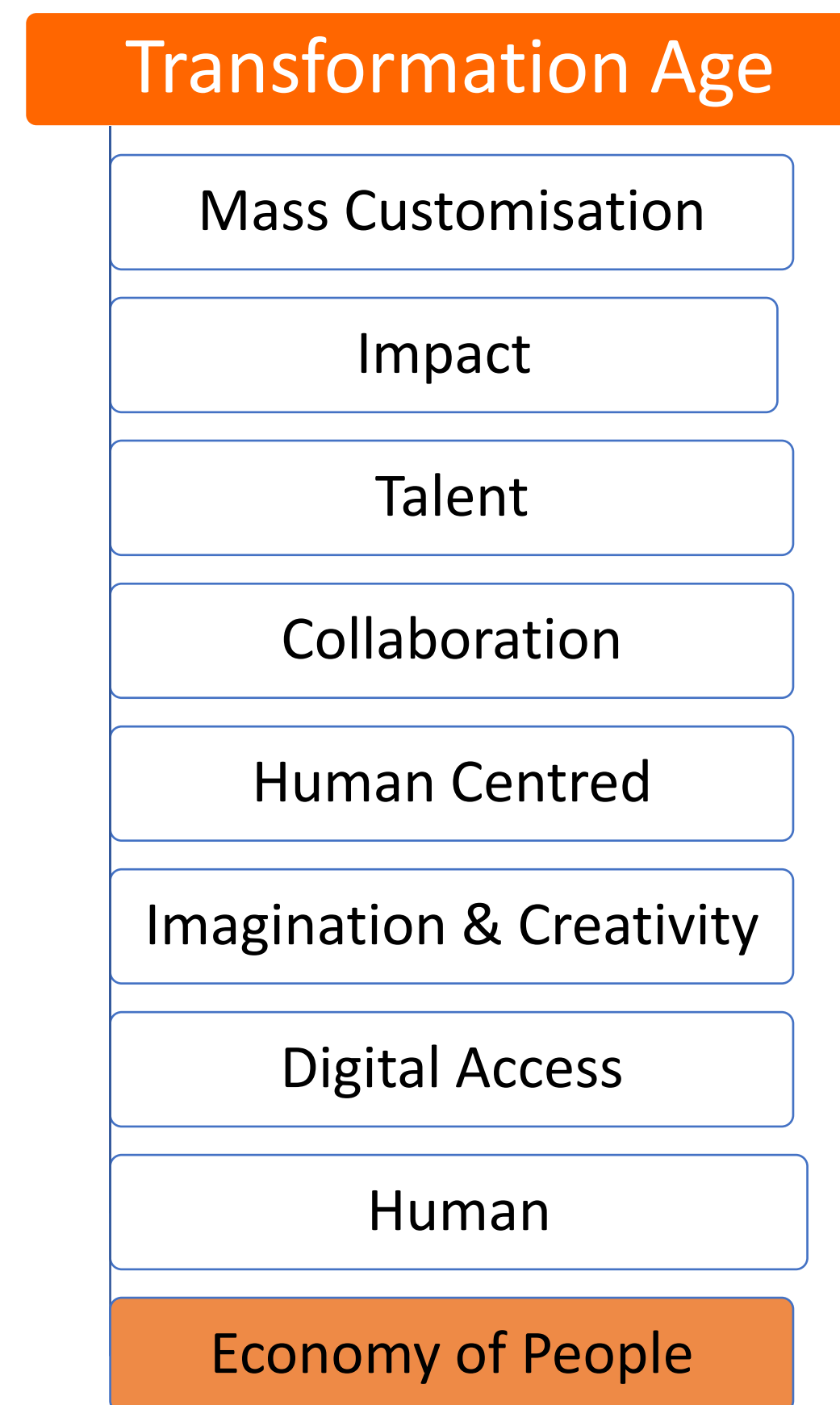
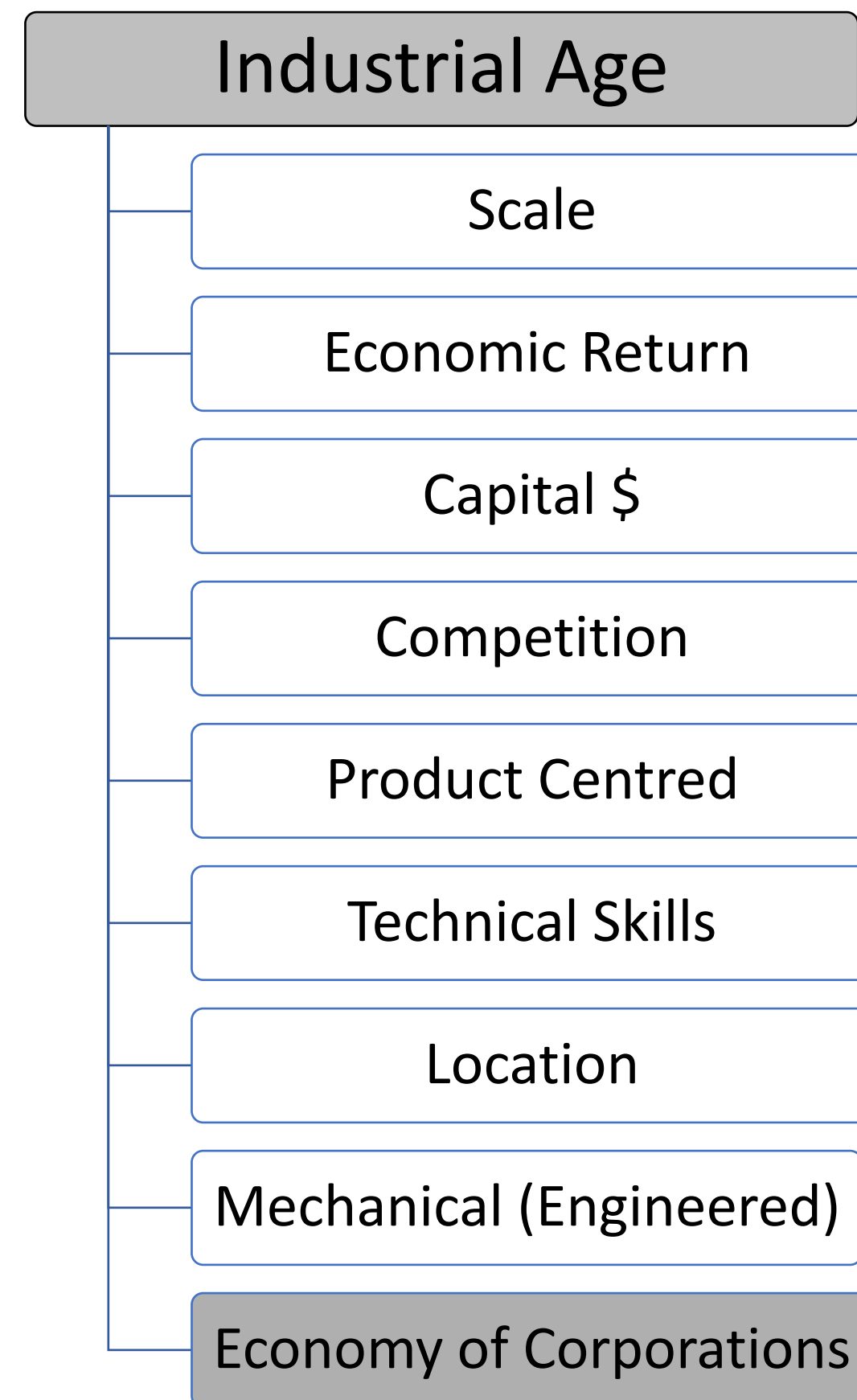


## Technologies fueling the Fourth Industrial Revolution





# Transition Measures of success are changing



# Human Measure Vital

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## Industrial Age

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**Success = maximise profit = Economics over Environment / Social capital**

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**Engineering and Mechanical is everything**

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**Designed by & for men sustained by unpaid women / family/community support**

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**Treating workplaces, communities and homes like mechanical factories is a flawed model.**

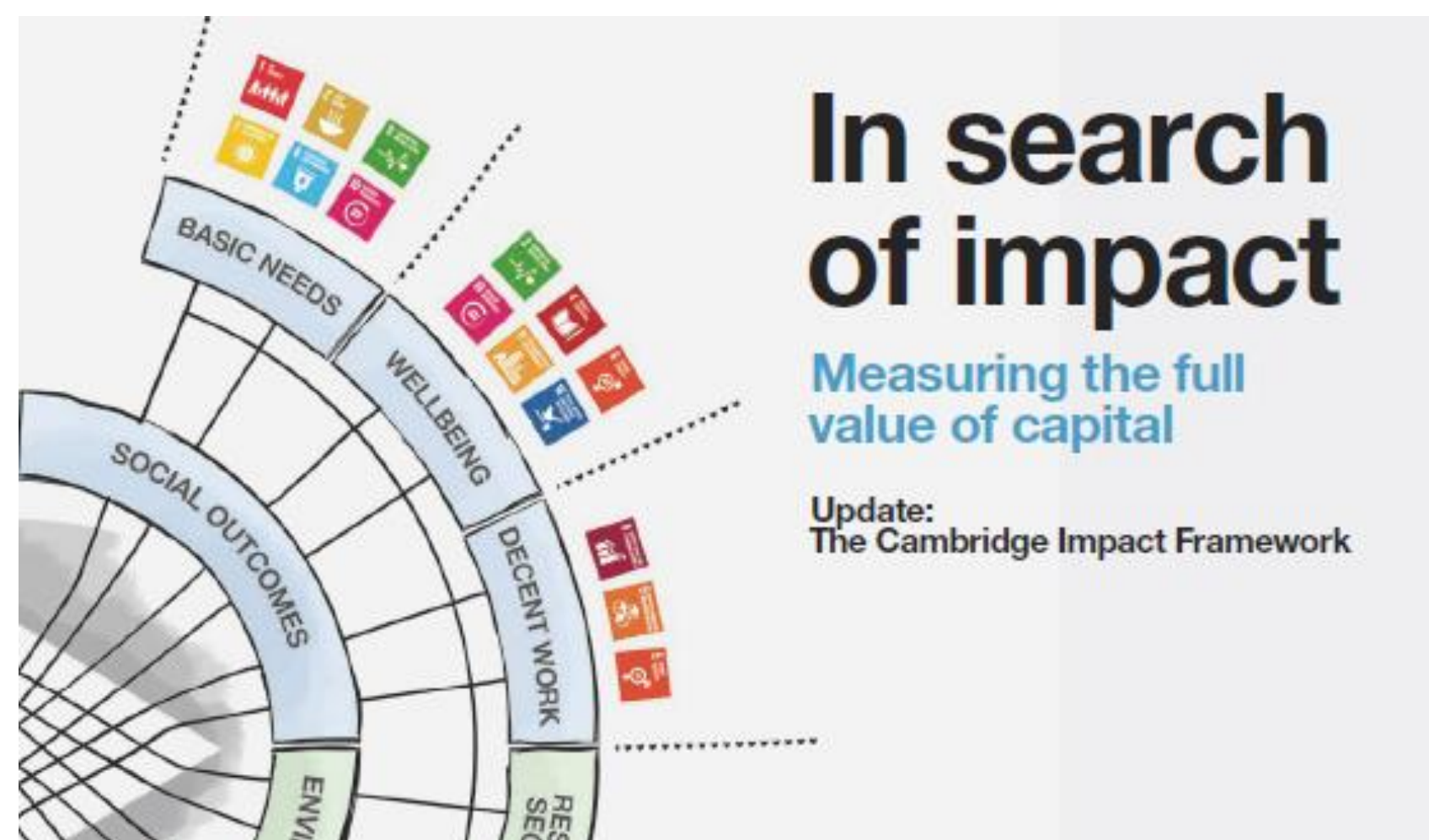
# Transition to Low Carbon Inclusive Society

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## **The transformation to the low carbon, inclusive society requires human mindset shift**

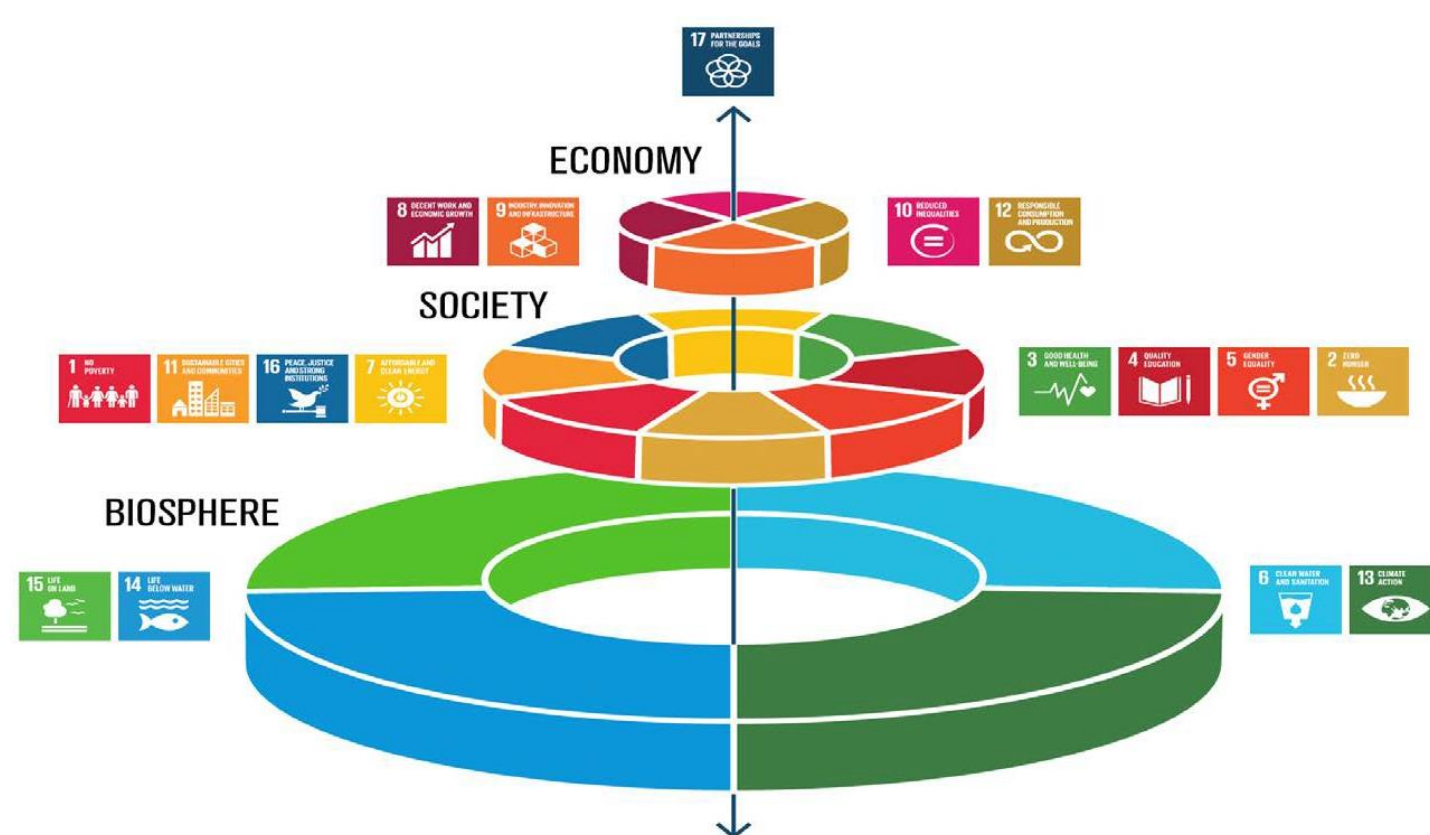
- Human Factors are critical
- Environment is finite
- Economics is more than \$\$ - measure what matters – Social, Environmental, Belonging
- Treating workplaces, communities and homes like mechanical factories is a flawed model.





# Impact – greater than Financial ROI

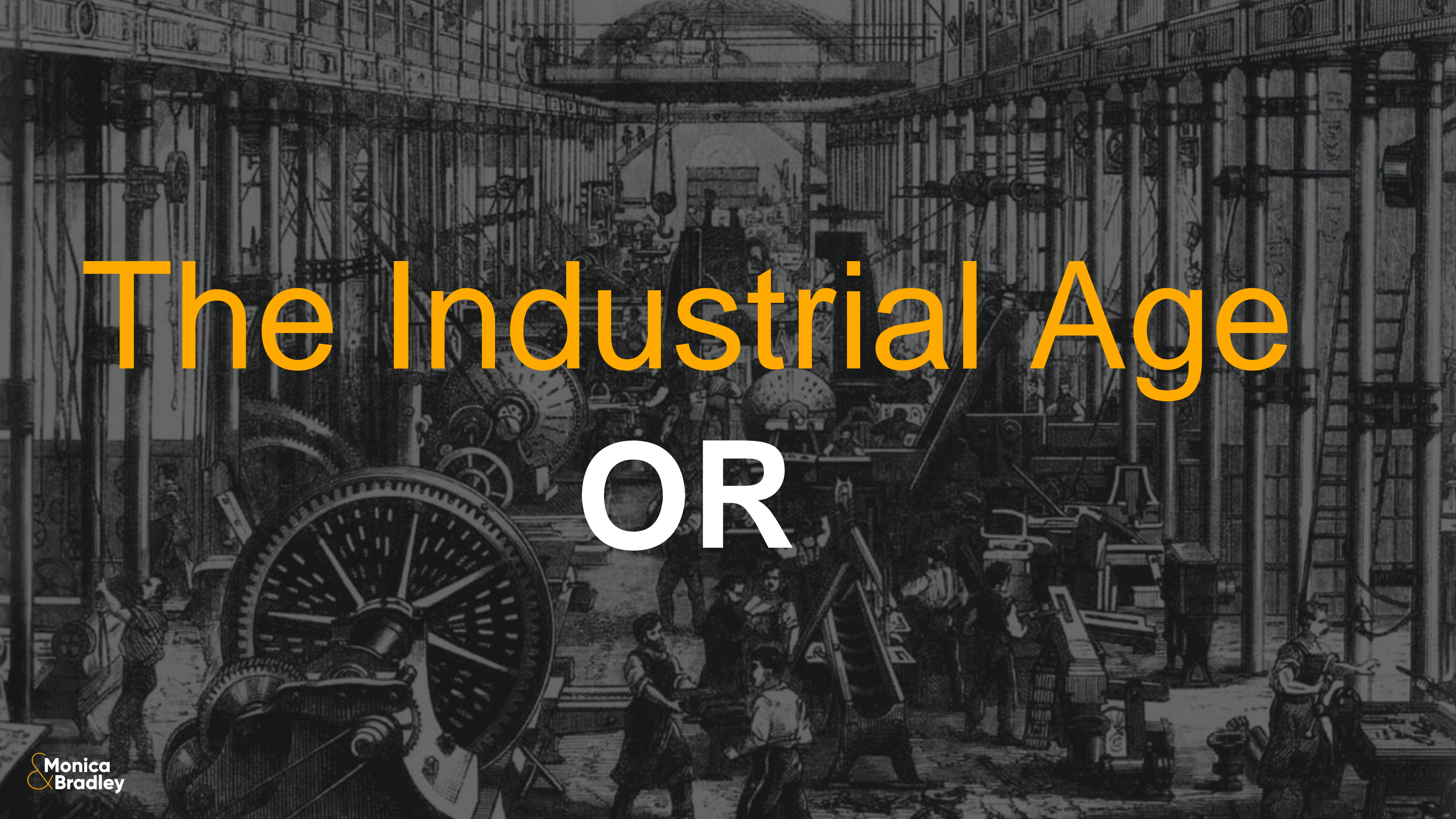
- Increasingly Investors and Suppliers are requiring more than Return on Investment or cheapest price
- Impact Investors want to understand
  - Environmental Impact +/- , Carbon impact, biodiversity, waste provenance.
  - Social Impact – Mental Health, Inclusion, Diversity, Human well being, community cohesion
  - Financial Impact – ROI, Price, Economic Impact on Community, Jobs
- Measuring is key
- Incorporating your impact narrative in your products / services adds value & appeals to particular customer segments



THE POWER OF







# The Industrial Age

## OR





Make  
Money

Or



Save the  
Planet

Or

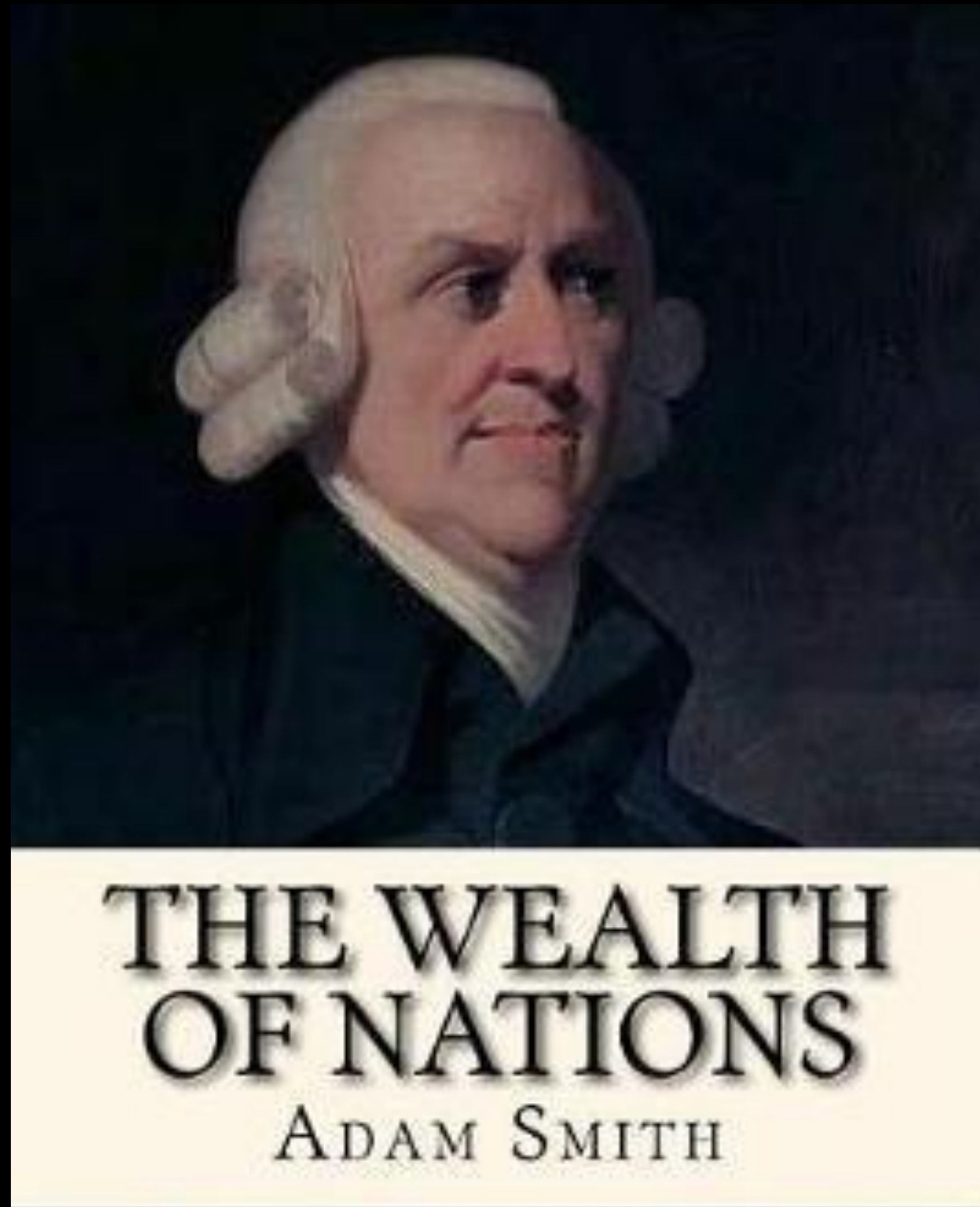


Include the  
Excluded



# Who Defined Success





# Who Cooked Adam Smith's Dinner?





**His Mother**



The System Was  
NEVER BROKEN  
IT WAS BUILT  
this WAY

PEOPLE



# Our Opportunity &

To design new systems which  
enable equitable participation &  
sustainable value creation  
& regenerate our finite resources.



Transition to  
Thrive

Needed in  
Every Home,  
Workplace,  
Communities



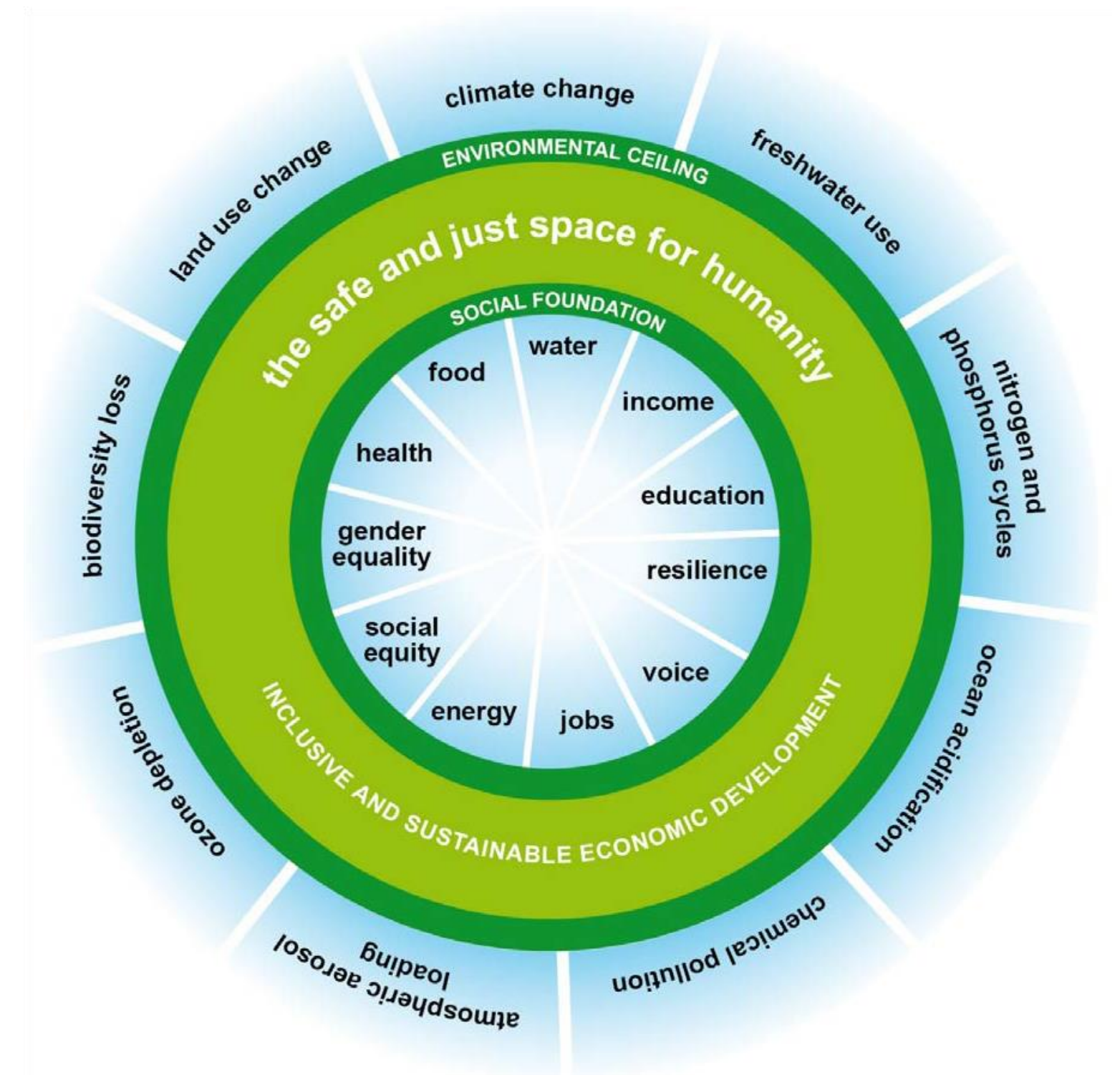
**Women are the masters of transition.**

**We have been in training for millennia.**

# Economics of Women

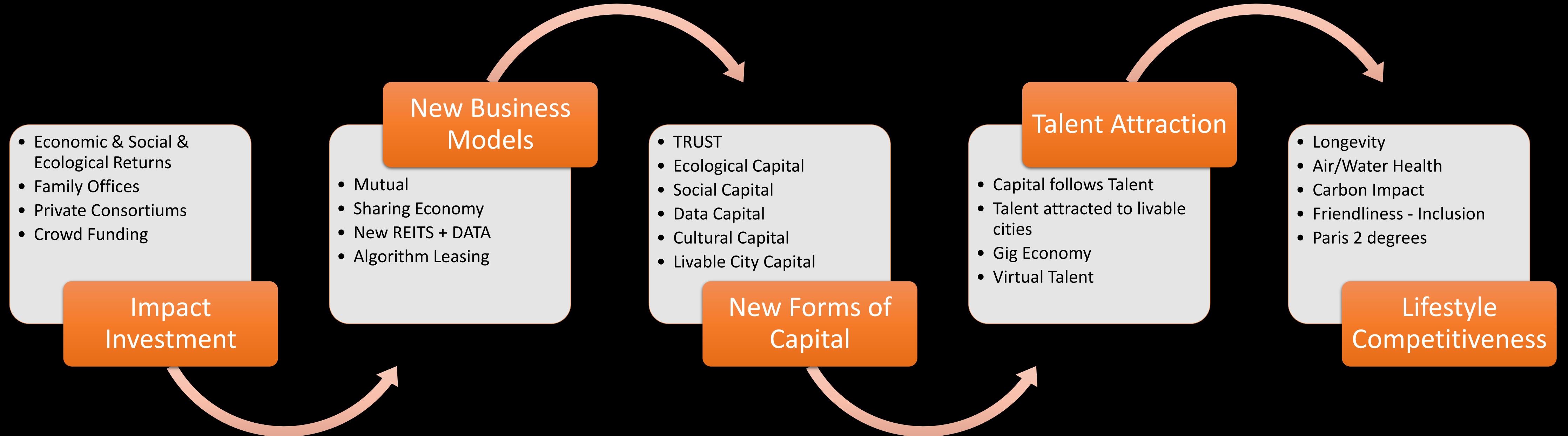
## The Opportunity

- Mariana Mazzucato – The Value of Everything
- Kate Raworth – Doughnut Economics
- Stephanie Kelton - Modern Monetary Theory
- CoralUS – Interest Free Debt for Women Businesses
- Dr Leonora Risse – RMIT
- ANU – Global Women's Leadership Institute





# Trends to Watch







**Growth without compromise  
requires the inherently collective  
leadership of women**



# Call to action!!

- Vote Deliberately
- Buy Deliberately
- Invest Deliberately
- Speak Deliberately
- Listen, Learn, Engage
- Lead Collectively

**Monica Bradley**

Chief **AND** Strategist – Purposeful Capital



# QandA with Monica







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