

FOUR STAGES OF A TSUNAMI IN THE CONTEXT OF CSR & SOCIAL GOOD

1

INITIATION

A large & sudden disturbance beneath the surface creates waves

- Internet - info for all
- Smart phone - communication for all
- Rich & poor divide widening
- Angry millennials want purpose
- Female uprising - #MeToo, #TimesUp
- Church, political, corporate scandals – erode trust

INSTABILITY = TRIGGERS FOR CHANGE

2

SPLIT

Wave splits – one heads out to ocean, the other towards shore

- Climate evidence – frequency of natural disasters
- Economic downturn
- Increased terrorism close to home
- Banking Royal Commission
- Brexit & Trump
- Pell enquiry

VOLATILITY = POWER SHIFT

3

AMPLIFICATION

Height of wave increases as speed intensifies

- Jail time for criminal behaviour
- Boycotts & demonstrations
- Rainbow wave – equal rights
- Gig & 2nd hand economy
- Collective call for accountability
- Conscience consumerism

REVOLUTION = CHANGE DEMANDED

4

RUN UP

Peak of wave hits land, strong currents tear down the old to make way for the new

The wave is coming, where are you at?

- IN DENIAL – HEAD IN THE SAND**
- OBLIVIOUS – PUTTING OUT BEACH UMBRELLAS**
- NAIVE – BUILDING SAND BANKS**
- READY – SURF BOARD WAXED AND READY**

