



Digging In: Key Leadership Lessons

Given the size, scope, and urgency of soil regeneration, it's no surprise that it yields a bounty of leadership lessons:

It takes a movement.

With any complex problem, there's no silver-bullet solution. It takes a movement to initiate and support broad-based change.

Think “regenerative.”

Experts say it's the essence of stewardship, going beyond the status quo to make sure a system or environment—from soil to corporate culture—is improved for the future.

Take a holistic view.

Problems don't exist in a vacuum; solving one could affect another, for better or worse. A holistic view takes in the complexity of causes and effects.

Recognize the resistance.

Change is hard, whether it's adopting a new technology or altering what's been done for decades. Understanding resistance is the first step toward overcoming it.