

Each nominee for the Regenerative Business Prize used this rubric to tell the story of their unique journey on the path toward regeneration. Not only does this rubric help our jury select the businesses to honor with the Prize, it is also a useful way to guide your own business' regenerative strategy and practice.

[Click here to listen to Carol Sanford explain more about using this rubric.](#)

Juror Name	Business Paradigms												Total	
	Traditional <i>(Sustainability)</i>				Progressive <i>(Growth, doing good)</i>				Regenerative <i>(Capacity, Systems actualization)</i>					
Name of Nominee	Working in a manner that is focused on the success of the business and its performance measures.				Seeking to shape and grow the market and people in the business. Operating with consideration of external entities and systems.				Evolve capacity of specific beneficiaries; enabling essence expression; toward actualizing social and planetary SYSTEMS					
Nominee #														
Stream														
First Principles	Depth	intent endeavors results effects				intent endeavors results effects				intent endeavors results effects				Total
	Scale	-4	-3	-2	-1	-0.5	0	0.5		1	2	3	4	
Principle 1: Wholes <i>(vs. parts / fragments)</i>	Enter Score:													0
	Descriptions of working practices	Working in a way that focuses on manageable parts via functional activities and projects.				Building business direction around mission and purposeful intentions and goal setting for the business.				Take into account each Beneficiaries' life, not just purchases, in creating effects in their world. Engage as an autonomous self-determining entity.				
	Juror notes	<i>(type your notes and comments to nominee here RE: Wholes)</i>												
Principle 2: Essence <i>(vs. Averages / Commonalities)</i>	Enter Score:													0
	Descriptions of working practices	Differentiation is framed by positioning offerings relative to competitive firms in the marketplace.				Brand building and outreach to internal and external stakeholders to find sustainable solutions in markets.				Working with and from Essence and expression of Essence, for own offerings and for beneficiaries. "One of One"				
	Juror notes	<i>(type your notes and comments to nominee here RE: Essence)</i>												
Principle 3: Potential <i>(vs. problems /ideals)</i>	Enter Score:													0
	Descriptions of working practices	Working on solving problems in response to existing systems, operations and markets.				Attention to social and ecological challenges with special attention to climate change and carbon footprint. Doing less harm and doing good.				Working to ensure a specific entity can realize its contribution in a value adding process and realize more of who it is in the process.				
	Juror notes	<i>(type your notes and comments to nominee here RE: Potential)</i>												
Principle 4: Developmental <i>(vs. manipulation)</i>	Enter Score:													0
	Descriptions of working practices	Human resources and supply chain interactions focused on developing skills and new technologies.				Exploring new markets using market leadership to advance one or more industries.				Grow and develop each or all entities, uniquely, focusing on increasing capacity to be vital, viable, and able to evolve. (Human thinking skills and personal self-management)				
	Juror notes	<i>(type your notes and comments to nominee here RE: Developmental)</i>												
Principle 5: Nested <i>(vs. Flatland)</i>	Enter Score:													0
	Descriptions of working practices	Success defined by direct value exchange with customers and contractual agreements with suppliers.				Collaborating with customers and other stakeholders where overlapping benefits can occur.				Understand life as embedded within greater and lesser systems, each playing a role in the success of the whole and other nested wholes.				
	Juror notes	<i>(type your notes and comments to nominee here RE: Nested)</i>												
Principle 6: Nodal <i>(vs. Prioritizing)</i>	Enter Score:													0
	Descriptions of working practices	Strategic activities are distributed broadly across the market resetting priorities regularly.				Leveraged endeavors are pursued to increase the return on energy and time expended.				Working on point of highest and most systemic return. A single point or set of points are recognized as most effective for systemic regeneration.				
	Juror notes	<i>(type your notes and comments to nominee here RE: Nodal)</i>												
Principle 7: Systemic Reciprocity <i>(vs. Transactional)</i>	Enter Score:													0
	Descriptions of working practices	Working in a way that prioritizes revenue and transactions and exchanges within the organization and customer satisfaction.				Seeking to leverage solutions that can move into best practices for an industry.				Operating within living dynamic processes, making "fitting" contributions that benefit systemic health with care for contributions and outcomes for all.				
	Juror notes	<i>(type your notes and comments to nominee here RE: Reciprocity)</i>												