Regenerative Business Practices Assessment Rubric			Business Paradigms			
		World View and Scope of Considering	**Traditional** *(Performance, sustainability)* Working in a manner that is focused on the success of the business and its performance measures.	**Progressive** *(Growth, doing good)* Seeking to shape and grow the market and people in the business. Operating with consideration of external entities and systems.	**Regenerative** *(Capacity, Systems actualization)* The ACT and EFFECT of developing CAPACITY appropriate to specific beneficiaries at a point in time via particular offerings that enable further revelation and expression of the benficiaries' ESSENCE with the result of advancing the VITALITY, VIABILITY, and EVOLUTION of SYSTEMS	
		Depth	intent demonstrate results effects	intent demonstrate results effects	intent demonstrate results effects	
First Principles		Scale	- 4 - 3 - 2 - 1	- 0.5 0 0.5	1 2 3 4	**Total**
		Score				
Inward facing principles	**Whole** (vs. parts / fragments)	Notes / Evidence	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.	When we begin from the perspective of a whole, it presents itself to our minds as singular, as just what it is. Keep all organizational members linked to their effect on wholes that are served by the organization, e.g. watershed, community, child.	
		Score				
	Potential (vs. problems / ideals)	Notes / Evidence	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.	Between what is enduring and what is changing, there is always new potential that can be discovered, developed, and realized for every whole in every situation. Seeking disruptive, more fulfilling and beneficial outcomes.	
		Score				
	Essence (vs. Averages / Commonalities)	Notes / Evidence	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 from the irreducible core of each entity, what makes it singularly what it is. How it would no longer be itself if you were to remove this core. Working as "one of one" by increasingly bringing forth essence and non-displaceable uniqueness. A way of thinking about all processes, systems and structures.	
Core		Score				
	Development (vs. manipulations)	Notes / Evidence	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.	Seeking to grow and develop potential in each and all entities by focusing on increasing capacity of a whole(s) to be vital, viable, and able to evolve. Critical Thinking and personal human evolution is forefront.	
Externally facing principles		Score				
	Nested (vs. Flatland)	Notes / Evidence	Success defined by direct value exchange with customers and contractual agreements with suppliers.	Collaborating with customers and other stakeholders where overlapping benefits can occur.	Working from an understanding of being embedded within greater and lesser systems, each playing a core role in the success of the whole and other nested wholes.	
		Score				
	Nodal (vs. scale and prioritizing)	Notes / Evidence	Strategic activities are distributed broadly across the market resetting priorities regularly.	Leveraged endeavors are pursued to increase the return on energy and time expended.	Identifying the keys to a system and concentrating on a single concept or intervention with the potential for transforming the whole of a system, effectively for systemic regeneration.	
		Score				
	Fields (vs. action for each impact)	Notes / Evidence	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.	Participating in reawakening patterns of energies, which, when regenerated, enable all of the players to understand, contribute and be nourished by a growing capacity to participate in a unified process of evolution.	
					Total	