

# Contents

**Acknowledgements — IX**

**About the Author — XVII**

**Introduction and How Sustainable Business Can Help You — XIX**

## **Chapter 1**

**The Man with the Blue Turban — 1**

## **Chapter 2**

**Planet — 5**

Environment — 5

Tigers — 10

What's a Shark Worth – or a Tree, Tiger, or Tiger Reserve? — 15

The Golden Triangle Model of Conservation — 19

## **Chapter 3**

**Profit (and Not-for-Profit) — 23**

When Men Dream Dreams Over Wine Late at Night — 24

Tiger as Spokesman (OK, Spokestiger) — 26

Business Model Transition: From Operators to Partners — 27

How Corporate Social Responsibility (CSR) Really Works — 28

New Model: From Charity/NGO/NPO to Social Enterprise (+ESG) — 29

The Longest Contract Negotiations in History — 31

It's Actually the Team That Leads — 34

Rainbows, Hoopoes, and Hope — 35

Creative Conflict and the Whole-Brained Team — 36

The Golden Triangle Balanced Scorecard — 38

Words (and Brands) Have Wings — 40

## **Chapter 4**

**People — 43**

The People We Serve — 43

Medical Camps — 45

Snake Catch and Release — 46

Usha Sewing Schools — 47

Forest Waste Furniture Factory — 48

- Beekeeping — **48**
- Essentials Giving — **49**
- Baiga Cultural Programs and COVID Campaign — **50**
- Artwork and Art Gallery — **52**
- Art and Eco-Education Partnership — **53**
- Photography — **53**
- The Most Important Photo We Ever Took — **54**
- The People Who Serve — **55**

**Chapter 5**

**Conclusions, Insights, and Ways Forward — 61**

- Results . . . So Far — **62**
  - Tigers: Increase — **62**
  - Environment: Public Policy, Eco-Technologies, and Awareness — **63**
  - People: Benefits — **64**
  - Benefits to TTC — **65**
  - Footprint Beyond Kanha — **66**
- Insights — **67**
  - Your Biggest Opportunities are God-Given — **67**
  - Economy and Environment: The Numbers are Shocking — **68**
  - People Must Be Part of Conservation Plans — **68**
  - Start by Listening to Needs, Not Flinging Solutions — **68**
  - Never Let Your Husband and Brother Wine-Talk While You're Diapering Babies Late at Night — **69**
  - Entrepreneurs Envision, But Others May Think It's a Promise — **69**
  - Create a Whole-Brained Team and Appreciate Your Creative Dissonance — **69**
  - Network, Not Hierarchy — **70**
  - The Most Important Capital: Creative, Social, and Trust — **70**
  - Engagement is More Powerful Than Rules — **71**
  - Do What You Can Now and Let It Grow — **72**
  - Never Pass Up a Chance to Do Good — **72**
  - Never, Never, Never, Never Give In — **72**
- Fusions — **73**
- The Way Forward — **74**

**References — 77**

**List of Figures — 81**

**Index — 83**