

# **Universal Sustainability: The Next Form of Competitiveness**

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## **EXECUTIVE SUMMARY**

The operating framework of universal sustainability holds the key to unlocking the next wave of business innovation and growth. It also promises to reconnect economic competitive organizations and policy makers with that of the community in ways that have been lost in an age of narrow management approaches, short-term thinking, and deepening divides among many of society's institutions. It is within this paper that I layout the context of universal sustainability, and its promise of a new model of capitalism, and that of a new form of competitiveness, that cuts across current disciplines. It is this new model, this new construct of universal sustainability that may shape the next form of competitiveness.

Keywords: Sustainability, Economy, Competitiveness, Global Society, Changing Workforce.