

Green Planet...On the Backs of Converts

No great social and, therefore, political movement has changed history without the sweat and equity of converts, masses of converts. Converts are newbies to a movement, like the millions that have become aware and are taking green and sustainable actions in their lives every day. The green movement is a human and planet movement critical to life as we know it. Yet it is not the visionaries like Fuller, Redford, and Gore that will make the difference - it is the masses of converts. I am a convert, and I expect (in this rare case!) that I am similar to many other converts and that tens of millions could and should follow

In the US alone, we might have reached five percent of our capacity as citizens in living green and sustainable lifestyles. Already the converts outnumber the green stalwarts, and they will be ten to twenty-fold or more in numbers when and if so many going green lifestyle choices don't require higher costs. Economic concerns of today further force so many day-to-day purchasing and living decisions, such as fuel, car, home costs and eating habits. We may have twenty or more sustainable or historically poor alternative choices to make each day, and perhaps ten of these a day involve a financial decision.

To magnify and accelerate the waves of converts struggling with day-to-day choices and the waves to follow, we need new and improved green products and services that cost the same as non-green options. Most of us will convert one product at a time, like some of the basics I have come to buy at my local Wal-Mart...green cleaners, some green paper products and pillows made of recycled plastics. Wal-Mart doesn't change its philosophy for green products. All products must be a *very good* value to be on the shelves and a *great* value to be on prominent display like several green items I have seen there in the last six months. This philosophy permeates the collective mentality of the masses...good value and good value through innovation. To go one step further, with increasing public awareness, if the good value results in a green product that is the same price as an alternative, green will be the choice 80% or more of the time for all consumers.

In our response to many inquiries for business plans and related capital needs in 2008, we see a huge increase beyond the green interest of consumers and the press. More so, we see a 2-3 fold increase of green and sustainable entrepreneurs focused on innovation and technology, and investors are receptive. Yes, there are mostly converts, but you don't have to be a green icon to be a green leader.

Leaders and leaders-in-waiting are out there for thousands of green solutions. Improved governmental regulations and policies can help, but it is green stalwarts and the waves of entrepreneurial leaders and converts that will lead the way in green, sustainable and organic solutions one solution at a time.

Timothy Cassidy, CEO of Senior Consulting, LLC- Our Business Advisors expect to be a key resource for stalwarts and converts, for innovators and leaders to accomplish worthy green and sustainable goals in viable business ventures.