

THE COMPANY CUBE®

The New
Small Business
Revolution



www.TheCompanyCube.org

THE COMPANY CUBE®

The New Small Business Revolution!

Work is a necessary and important part of our lives. It can become a conduit for each worker to fulfill his or her potential for creativity and intelligence, reinforcing the dignity of each person. It can also become a place of enslavement and drudgery, where time is passed without meaning or purpose. Which path evolves depends a lot on the workplace environment, and the attitudes of the owners and managers of a business and its workers. In today's world, economic difficulties continue to place an overemphasis on company revenues, growth and the bottom-line over the human person. The net result can be added stress, a drop in worker moral and well-being, and a breakdown in the workplace community.

Then what hope do we have of changing this condition if we are only one person working in a small or large business? Or if we manage only one small group of less than 100 people? The answer is clear – we have little chance if we act alone. But, if we begin to think and act collectively with other like-minded people in other businesses, the impact of our ideas and actions can lead to measureable change, reaching beyond our own imagination.

The Small Business Economy – Is the Economy!

While the global market often focuses on trends in social responsibility among large multinational corporations, small businesses working together can have a significant impact on moving society toward a more just and fraternal economy. Considering that more than 98 % of all businesses employ fewer than 100 people, and 1 out of every 3 workers is employed in a business with fewer than 100 people, the small size business sector touches many lives. Furthermore, 1 out of every 4 dollars of revenue is generated by businesses with fewer than 100 people. Yet, despite these statistics, little attention has been given to the impact that small business culture can have on the work environment and the economy – until now!

The Birth of a New Business Strategy

Enter the idea of **The Company Cube®**. About twenty years ago, in 1991, a group of socially-minded small businesses began a worldwide network of collaboration. They wanted to not only

change their work environments, but the entire economic and business world around them. They believed that even small changes in the way business is done can have a dramatic impact on the economy at large. And they understood that everyone can contribute to a positive work environment by actively:

- valuing every person and every idea;
- building relationships every day;
- supporting others with actions, not just words;
- helping as soon as there is a need;
- sharing ideas, time and themselves with those around them; and
- seeing everyone, even those who treat them badly, as worthy of friendship and respect.

The 'small business' attitudes and lifestyle contained in these simple focal points of their day-to-day experiences became the basis for **The Company Cube**[®], a practical way of remembering that these values need to be lived daily. With a renewed focus that is person-centered, the idea of **The Company Cube**[®] changes the status quo, and offers a new way, especially within small businesses, to make a positive impact. With many years of experience in its implementation, it can now be said that this 'discovery' of **The Company Cube**[®] is not just for use in small businesses, but can also be universally applied to create a new culture in even the largest of companies.

The Workplace Potential

Of course, the implementation of **The Company Cube**[®] does not occur in a vacuum. We must be aware of our sociality – the interweaving of human relationships to build a workplace where each person recognizes the shared responsibility of creating a work environment grounded in mutual respect and concern.

Recognizing our ability to transform the world through business operations opens up new possibilities. These may include the creation of new jobs, particularly for those struggling with poverty and unemployment, or opportunities to generate not just financial, but social and environmental value through business activity. In this way, work becomes a pathway to an economy where each person has dignity and society grows in collaboration and fraternity.

THE COMPANY CUBE®

The New Small Business Revolution!

The Company Cube® is a new cooperative strategy for business success. Its objective is to transform work environments and bring about social change through daily, person-centered decision-making and action. How does it work? Pick up **The Company Cube®** and roll it, read it, live it, share it, and experience it!

BUILD RELATIONSHIPS EVERY DAY!



In the busyness of each work day, find the time to get to know colleagues, clients, service providers and the local community! Growing in knowledge and understanding of one another helps break down barriers that prevent us from creating a workplace of shared responsibility. With these personal relationships come the motivations to give that 'something extra' of oneself and to truly help one another.

SHARE EXPERTISE, TIME, YOURSELF!



Throughout the work day, find time to both 'give and receive' time and expertise. Listen well, then share something that will help the other – a new idea or relevant experience. In making the other's needs our own, we can ease each other's burdens and help create a workplace animated by a culture of service and giving.

FIRST TO HELP OTHERS!



If we see someone who is temporarily struggling on a deadline, a task or a difficult circumstance, jump right in without considering the personal cost. Sometimes, offering assistance at just the right time can make all the difference in a company's performance. And, who knows, it might be contagious, and we may end up benefitting from help the next time around. That's how it works in a work environment where people don't keep score.

SUPPORT WITH ACTIONS, NOT JUST WORDS!



Nothing speaks louder than someone lending a helping hand at a critical moment. Stopping to carry something, opening a door, commenting on an email, suggesting a new strategy, or staying after to cleanup our work area - all these are the 'little things' that bring about workplace harmony and efficiency. Every job is everybody's job! Don't just 'think' about being helpful, make the move, and see the wonderful things that can happen!

VALUE EVERY PERSON, EVERY IDEA!



Through work, we come in close contact with many different people – from co-workers to clients, vendors, the delivery person, and support staff. No matter what position someone has in or outside the company, everyone is important to its success. Respect and understanding can be felt in each moment we interact, whether in person, on the telephone, or by email. Be sure that every person we meet today knows that they are important and contributes to the success of the company!

COMPETITORS CAN BE FRIENDS TOO!

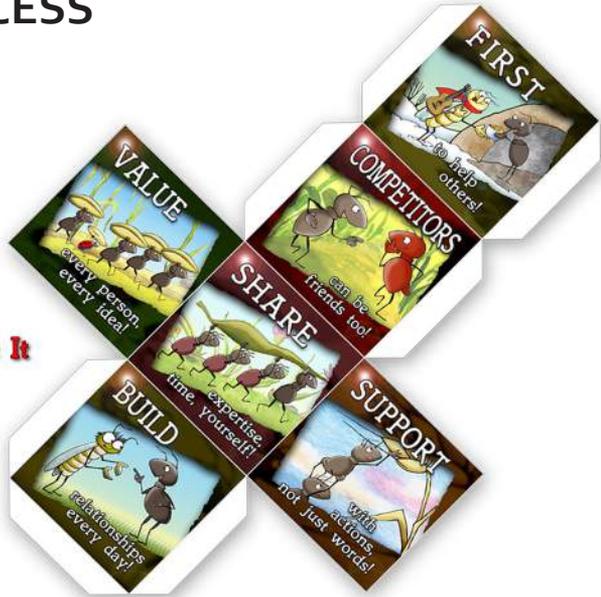


Our work life is filled with many challenges – deadlines, product or service errors, budgets, and sometimes people! Let's choose to see all things and circumstances that appear to initially be obstacles to our success as springboards to our own improvement. Even competitors – who most often challenge us to be better at what service or product we provide – can become colleagues and friends.

For more information, go to:
www.TheCompanyCube.org

THE PROCESS

- ✓ **Fold It**
- ✓ **Roll It**
- ✓ **Read It**
- ✓ **Live It**
- ✓ **Share It**
- ✓ **Experience It**



THE INSPIRATION

The Company Cube® is an expression of a collective business lifestyle adopted by over 800 small companies worldwide participating in *The Economy of Communion in Freedom Project* (www.edc-online.org).

Although started as a grassroots movement within small businesses, the experiences shared have begun to foster a change in work culture in many other small to large businesses throughout the world. This includes:

- ✓ Participation expanding now to over 900 companies in over 50 countries.
- ✓ Nearly 12,000 workers rolling the cube every day.
- ✓ Global sharing of cube 'experiences' that contribute to renewed work environments.

Join the new small business revolution and be a part of something big! Use **The Company Cube®** today!

EXPERIENCES OF *THE COMPANY CUBE*[®] IN ACTION

BUILD Relationships Every Day!

"The woman next to our store was sweeping her steps when I came in this morning. I told her we were lucky to be located right next to such a welcoming place." *(Argentina)*

VALUE Every Person, Every Idea!

"Today I listened to my secretary describe another way to format my report, and it made all the difference. Everyone liked the new look!" *(Italy)*

SUPPORT With Actions, Not Just Words!

"Someone else was loading the trucks for a client delivery, and I grabbed one of the boxes on my way out." *(Portugal)*

FIRST to Help Others!

"Our company kitchen needed cleaning, so today at lunch, I washed the dishes and took out the trash. Everyone was happy when they saw the results." *(Brazil)*

SHARE Expertise, Time, Yourself!

"I listened to our IT (Information Technology) guy while he was fixing my computer, and found out his son had surgery yesterday. When he left, I told him I would keep his son in my thoughts and prayers." *(Philippines)*

COMPETITORS Can Be Friends Too!

"When I found out my competitor had won a project we both had written proposals for, I called to congratulate her. She was surprised to hear from me. During our conversation, she shared her approach and it gave me an idea for our next project." *(United States)*

***"Building a more just and fraternal world economy...
...one experience at a time!"***



*"I dream of a coming together,
of a mutual understanding
between the different cultures of the world
that would bring about a new world culture
and would focus, primarily, on values that are true
- found in peoples and in nations.
My dream is that these values
may be accepted as global wisdom."*

- Chiara Lubich

The Company Cube® Inspired by: Chiara Lubich's *The Art of Loving*
Booklet text: John Mundell
Cube Art: Vittorio Sadini
Graphic Design: Marco Desalvo