

Edward West interview notes

- *Edward is an integral entrepreneur with a strong interest in sustainable business and clean energy.*
- *Interested in using business tools to create social and environmental change.*
- *In 2007 he created Mission Motors.
www.ridemission.com/*
- *This company created a high-performance electric motorcycle in an attempt to interest modernist and traditionalist buyers in electric vehicles (and clean technology generally).*
- *Green technology has long been interesting to postmodernists (Green worldview), but traditionalists (Blue) and modernists (orange) -- especially the rough and tough gearheads -- have viewed it about as interesting as eating kale and tofu!*
- *Recently the Mission Motors showcase racing cycle became the world champion beating out competitors from around the globe. Perhaps this is one of the "sexiest Trojan Horses" ever made -- and it was engineered using integral theory!*

- *Ultimately mission motors aims to be able to see all fossil fuel powered technology consciously replaced with appropriate clean technology.*
- *This is a clear application of integral leadership in an entrepreneurial context. Edward operated from a definite understanding of developmental stages and worldviews and used 'skillful means' to create something which was able to exceed the expectations of both modernists and postmodernists that he was marketing to (i.e. it is both high-performance and an appropriate technology).*
- *This provides an excellent case study in the deliberate application of integral principles in the creation and leadership of businesses.*
- *When the business plan was initially being put together it was drafted in integral language (in order to create something that clearly captured the complexity of the businesses mission). The language in the plan was later changed to be more accessible to investors and partners, but the strategy and its deliberate application of integral principles remained intact.*
- *When one sees how ineffectual government institutions and social movement are at creating social*

change it becomes apparent that business is an essential lever for creating social change that the integral movement needs to be able to get a better grip on. This is why integral entrepreneurship is such an exciting possibility.

- *Integral entrepreneurship could be one of the most important applications of integral theory.*

Entrepreneurship entails: -

- *Identifying opportunities;*
- *Seeing a new world that has never been seen before;*
- *Communicating a vision to a variety of different stakeholders; and*
- *Collaboratively enacting a vision.*

An integrally informed entrepreneur (a sort of new philosopher-king) has an unfair advantage in this entrepreneurial process. They are equipped with tools and maps that enable them to have a much further horizon.

- *This enables the integral entrepreneur to act as a visionary leader capable of leveraging business systems to create profound change in the world. We see this*

in the way that many of the important innovations in recent years have been invention (entrepreneur) driven.

Some key lessons learned through the process of applying integral principles in an entrepreneurial venture.

- *Edward is busy teaching in the MBA in Sustainable Business Management program at the Presidio Graduate School in California of which he is also a graduate www.presidioedu.org*
- *This is a graduate program that tends to attract post-modernist (Green) entrepreneurs who are coming from activist or NGO backgrounds and have realized the need to leverage the business sector (and learn the language of modernists) in order to effect the change they would like to see in the world.*
- *In this capacity he has been able to be an evangelist for the practice of entrepreneurship as well as the application of integral thinking.*
- *Entrepreneurship has the power to be truly subversive (for good of course) and can be one of our best available strategies for overturning out-dated systems that are no longer serving the collective good*

- *The hardest part of being an integral entrepreneur is that, although you may be able to see the world in innovative ways, it is often very difficult to communicate this vision to other people in a way that is easy for them to understand.*
- *The reality is that no one cares about how sophisticated your worldview is unless you are able to actually make things happen in the world.*
- *This is the core difference between integral theory and integral leadership. Integral leadership is true praxis it involves balancing a sophisticated worldview with transformative action in the world. It is about being integrally informed, but actually doing things.*

Capital Markets

- *Having accomplished what he set out to do in Green Tech, Edward has decided to move on from Mission Motors to his next frontier which is exploring ways to create structural and systemic changes in the ways that start-up businesses go about raising capital.*

This is in its early stages of development, but the aim is to create radically enabling structures for creating transformative change through entrepreneurship.

Proposition: Our society's current model of capital markets is outdated and is in desperate need of more:

- 1. Consciousness*
- 2. Sustainability*
- 3. Transparency*

Hopes for the Integral Leadership Collaborative:

- Exploring practical ways that we can bring self-identified integral thinkers into the chaos of actually creating change in the world.*
- How can we use the maps and tools that we have at our disposal to give us an edge in creating a new world that embodies integral values?*
- How can we give of ourselves as expressions of clarity and love in the violent and chaotic world of chaos?*

Edward West

Edward West is an entrepreneur and educator. He received his BS in Engineering from Yale University in 2001, where he designed, built, and raced solar-powered cars. After graduating, he worked as an engineer in the laboratory robotics industry. He received an MBA in Sustainable Business Management from Presidio Graduate School in 2007. In 2006, he co-founded Mission Motors, manufacturer of advanced electric powertrains. Mission Motors has showcased its technology in the form of an electric motorcycle that has achieved numerous world records, and is the fastest electric motorcycle in the world, winning the US Grand Prix and for the first time, going as fast as gas-powered race motorcycles. Mission is providing technology to major vehicle manufacturers to help accelerate the adoption of electric vehicles. In addition to his work with Mission, he has taught entrepreneurship at the California College of the Arts' Design MBA program, and is currently teaching the Integrative Capstone class at Presidio Graduate School. He believes that Integrally informed entrepreneurs and business people have a unique capacity to dive into the heart of the mainstream culture in order to create new forms and transformative structures. He is passionate about encouraging entrepreneurship within the Integral community, and teaching Integral theory to entrepreneurs, in order to bring about large-scale cultural and systemic change.



Brett Thomas

Brett Thomas is the co-founder of Stagen, a Texas-based organizational consulting firm that specializes in Integral Leadership. He is the author and architect of the Stagen Leadership Academy's 52-week intensive *Integral Leadership Program* (now in its 10th year). Brett is a 20-year veteran in the field of human performance and organizational development having designed and facilitated hundreds of workshops and corporate training programs. Brett has logged over 10,000 hours coaching CEOs. He has published hundreds of pages of applied integral theory and has co-designed and co-delivered numerous international conferences and seminars on applied integral theory. Brett served many years as the Managing Director of the Integral Institute *Business and Leadership Center* and on the Editorial Board for the *Journal of Integral Theory and Practice*. Brett currently serves on the boards of both *Integral Leadership Review* and *Integral Publishers*. He is writing a book with Russ Volckmann on the subject of Integral Leadership.

