



MANIFESTO FOR A MORAL REVOLUTION

PRACTICES TO BUILD A BETTER WORLD


Discussion Guide

Host a Book Discussion

Bring friends together to discuss [*Manifesto for a Moral Revolution: Practices to Build a Better World*](#) and how we can start applying its practices in our own lives.

Suggested Discussion Questions

1. In the Introduction Jacqueline writes, *“This book is my attempt to bring forward and share the principles I’ve learned from thousands of change agents, based above all on the value of human dignity”* (p 9). Which of these practices resonated with you the most and why? Which leaders or change agents in the book stuck with you? Which practices did you disagree with?
2. How did you feel after reading the first chapter, Just Start? What would you “just start” if you knew you could not fail? What is holding you back? What challenge could you happily spend the next 40 years of your life working on?
3. In chapter two, Redefine Success, Jacqueline writes: *“Our current systems (economic, political, and social) reinforce a definition of ‘winning’ based on money, power, and fame. Rather than being rewarded for what we give, we’re too often affirmed by what we take”* (p 31). Do you agree? What role do businesses play in defining success? How do you think we should collectively measure success as a world?
4. Jacqueline’s revised Golden Rule is *“to give more to the world than you take from it”* (p 31). What does this mean to you? What more could you give? What would this require you to give up?
5. How would you describe what “moral imagination” is? How do Carlos Ignacio Velasco and Mayumi Ogata demonstrate moral imagination in founding Cacao de Colombia in chapter three, Cultivate Moral Imagination? When have you seen people practice moral imagination in your own experience?
6. In chapter five, You Are the Ocean in a Drop, Jacqueline explores the concept of personal identity through her own self-discovery: *“Thirty years after that conversation with my father, I feel profoundly grateful for my multiple identities, both inherited and chosen”* (p 79). What multiple identities do you have within you? Which of those identities are inherited? Which have you chosen? How have you used your multiple identities to connect with others?
7. In chapter seven, Hold Opposing Values in Tension, why do you think it was important for Jawad Aslam to carry the value of individual autonomy in tension with



the value of the common good? Where in your own life have you seen the importance of holding two opposing ideas in tension? What were the benefits and costs of doing so? How would you distinguish the kind of “constructive conflict” that this brings about from conflict that is destructive?

8. In chapter eight, Avoid the Conformity Trap, Jacqueline’s “bad poem” on the warning signs of conformity traps reads: *“It’s just business as usual. Everybody’s doing it. And I don’t want to look stupid. If I don’t do it, someone else will. No one else is saying anything. Don’t the ends justify the means? I really don’t have another choice. I wouldn’t do this just for myself. People are counting on me. Besides, I’ll do it just this once...”* (p 133). When have you seen these warning signs before, either in yourself or in people around you? How can we determine when we are in a situation where we should “sidestep” a conformity trap or when we should follow the majority opinion?
9. In chapter nine, Use the Power of Markets, Novogratz asserts that, *“We are the ones who choose the kind of economy and society we inhabit”* (p 164). Do you agree? What do you think is the role and responsibility of the individual in changing the status quo? Do you think individual action makes a difference? Why or why not?
10. In our interconnected and interdependent world, Jacqueline thinks we must *“use feelings of discomfort as a proxy for progress”* (p 118). When you think about the big changes we are experiencing today, how might these be signals of progress? If you think back to your first reaction to ideas or innovations that ultimately had a positive impact, what was your initial feeling? Did they make you uncomfortable? Why?
11. How do you know when to practice courage? When is it right to speak up for what we believe in? How do you think we should balance the values of listening to understand with the value of having the courage to speak our own truths?
12. What kind of moral revolution does Jacqueline believe the world needs? What practices would you add to Jacqueline’s in the book for achieving this moral revolution? How can each of us start practicing these now?

Ready for More? Start a Circle. If you are interested in contributing to a global conversation on what it will take to cultivate the moral imagination, spark a movement by hosting an Acumen Circle with your community. [Learn more here.](#)