

# RAJEEV PESHAWARIA

LONDON  
SPEAKER  
BUREAU

- CEO of Stewardship Asia Centre in Singapore
- Founder President of the Leadership Energy Consulting (LEC)



## Topics

- Asia
- Global
- Globalisation
- Leadership
- Management
- Strategy

Rajeev is the CEO of Stewardship Asia Centre (SAC) in Singapore, and Founder President of the Leadership Energy Consulting (LEC) Company in Seattle, WA.

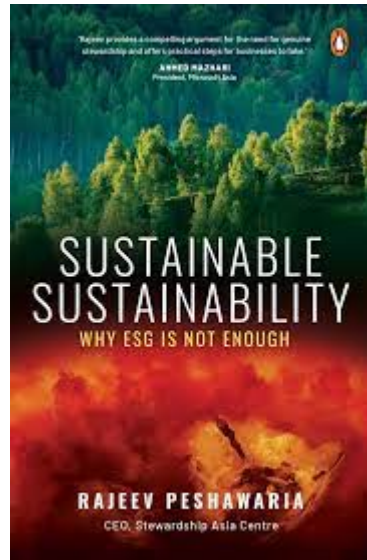
Author of the Wall Street Journal and Amazon bestseller *Open Source Leadership* (McGraw Hill), *Too Many Bosses, Too Few Leaders* (Simon & Schuster), co-author of *Be the Change* (McGraw Hill) and a regular writer for *Forbes*, he constantly challenges conventional wisdom on leadership, management, stewardship, sustainability, and corporate governance. He has pioneered unique practical concepts such as Leadership Energy and Emotional Integrity for personal growth, and the Brains-Bones-Nerves model for driving sustainable business growth. His latest book *Making Sustainability Sustainable* (to be published in late 2023) questions the effectiveness of ESG and other sustainability frameworks and offers a new framework – Steward Leadership – as a stronger alternative to address existential challenges such as climate change and socio-economic inequality.

A high-energy inspirational speaker, Rajeev provides speaking, coaching, consulting and advisory services to corporate and public sector clients globally; and serves as guest faculty at leading business schools in the US, Europe and Asia. He is a sought after international speaker and has been widely featured in international media platforms such as CNN, Bloomberg TV & Radio, National Public Radio (NPR), Harvard Business Review, CNBC, Fast Company, Leader to Leader, American Management Association (AMA) magazine, Leadership Excellence magazine, The Times of India, Straits Times, Business Times, and many more.

Prior to joining SAC and starting LEC, he was CEO of the Iclif Leadership & Governance Centre. Formerly, he has been Chief Learning Officer of both Coca-Cola and Morgan Stanley, and has held senior positions at American Express, HSBC and Goldman Sachs. At Goldman, Rajeev helped found Pine Street – the firm's acclaimed leadership academy – and headed Pine Street for Europe and Asia. In his early career, he was a banker and currency trader.

In 2014 and 2017 he was named one of Top 100 Global Thought Leaders for Trustworthy Business by 'Trust Across America'.

Read on Rajeev's latest book:



### Sustainable Sustainability: Why ESG is Not Enough

*Eighteenth-century economist Adam Smith propagated profit maximization as the incentive for businesses to create goods and services that society needs. He argued that free-market competition would ensure consumers get the best quality product at the cheapest price.*

*200 years later, Milton Friedman agreed in his seminal 1970 New York Times op-ed that the sole responsibility of business is to maximize profits 'so long as it stays within the rules of the game'. Incentives coupled with some regulations were to henceforth safeguard societal interests.*

*Instead, incentives created bad behaviour. Regulations were routinely bypassed with intelligent loopholes. Despite this—to encourage sustainability today—we are again using incentives and regulations. That's predominantly what the ESG framework focuses on. And what do we see? Rampant greenwashing and box-ticking.*

*To address today's existential challenges, we need innovation of the highest order. Innovation can neither be legislated nor driven by extrinsic incentives alone. We need a values-driven revolution. We need steward leadership—the ability to create a win-win-win future for stakeholders, society, and the environment. ESG must upgrade to ESL, where the 'L' stands for Steward Leadership. In ESL, 'G' is a subset of 'L'.*

*Sustainable Sustainability lays out a practical, step-by-step playbook for any commercial entity that wants to succeed at marrying profit and purpose.*