



3T SOCIAL CAPITAL RATING SYSTEM

A new rating system to gauge a business's ability to Think Tomorrow Today (3T). Instead of a five-star rating system, 3T uses the sacred geometry of a honeycomb.

From as far back as ancient Greece, people have recognized the honeycomb pattern as an example of natural order, perfection, and optimization. Honeycombs make for excellent building blocks similar to the building block of a new business operations methodology. And, finally, of course, honeybees work together, keeping their colony healthy and prosperous while also playing a crucial role in the environment itself – something that humans aspire to imitate.

Rank any business on each of the following on a scale from zero to three.

Reputation: 0 – 1 – 2 – 3

Clear mission not driven by profit

They have awards, accolades, or certifications related to sustainability, quality, or stewardship (such as B-Corp status, 1% for the planet, LEED, etc.)

Employees: 0 – 1 – 2 – 3

Employees seem happy and healthy

Workforce is diverse and seems to have opportunities for women advancement

Sustainability: 0 – 1 – 2 – 3

Seems to have initiatives in place to continually reduce carbon footprint

Seems to have minimal advertising or at least cutting back on off-line Ad spending

Community: 0 – 1 – 2 – 3

Seems to be spending time and money in the community philanthropically

Offers a product or service that is good for society and fulfills a need

Universality: 0 – 1 – 2 – 3

Product or service is designed for lasting viability and not to fail

Could be useful across cultures and in most places in the world

Economics: 0 – 1 – 2 – 3

Top executives seem to be paid a reasonable amount?

Product or service cost is appropriate?

Once you've applied a score to each of the six categories, add the numbers and divide by six to find the average. Now, just round to the nearest whole number and you have a 3T social capital score. Let's begin to RESCUE business and define a sustainable model that works for everyone. Helping businesses to identify their 3T score can help.

Score of 0: no 3T honeycomb

Score of 1: 

Score of 2: 

Score of 3: 