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Biomimeticism and Corporate Strategies

Nine Principles for Reconciling Companies and the Living World

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Meant for managers, directors, and entrepreneurs, this guide provides an efficient survey of how rich the biological world is and a deep instructional dive into how systems work.

In an ever more interconnected and unpredictable world on the eve of major transitions, complexity and uncertainty have invaded the mindsets of corporate leaders and managers even as notions of flexibility and resilience become the new mantras for strategic and organizational stewardship. But what points of reference can we give ourselves for making decisions in spite of all that is vague and unknown? What attitudes should we adopt and what methods should we choose to act in some pertinent way? What if the solution were to renew our ties to the living world around us?

This is the approach Paul Boulanger outlines in his essay: observe biological systems to better understand their workings, their strengths and weaknesses, learning clever and sustainable behaviors applicable to companies. Taking inspiration from working ecosystems, interactions between species, and evolutionary theories, he suggests interpretive frameworks adapted to various issues of our era. By centering fundamental principles of the dynamics of living things, Boulanger paves the way for flexible and defensible "bio-inspired strategies."
