

GLOOM TO BOOM

**ANDREA
BONIME-BLANC**

How Leaders Transform Risk
into Resilience and Value



ROUTLEDGE


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Resilience and Value

Andrea Bonime-Blanc

“Dr. Bonime-Blanc provides a practical guide for leaders on strategic environmental, social, governance and technological issues, risks and opportunities. In a world of turbulence and chaos, she arms executives with a positive and actionable road map to resilience and value protection and creation.”

*Angel Alloza, CEO, Corporate Excellence –
Centre for Reputation Leadership, Spain*

“Dr. Bonime-Blanc has always been a step ahead of emerging risk, shining a light on the key integrity and compliance problems and offering straightforward solutions to our global community. She proves that effective, ethical leadership is grounded in a firm awareness of what can go wrong, combined with the moral courage to step up and fight. This book provides historical context and a call to action filled with cautious optimism.”

*Amii Barnard-Bahn, Executive Coach,
Fellow – Harvard Institute of Coaching,
Former Chief Compliance & Ethics Officer,
McKesson US Pharma, USA*

“A book as impressive in its breadth of content as its optimism, Bonime-Blanc offers a compelling analysis of the most pressing issues of the day, pairing them with concrete strategies that a wide variety of organizations are capable of adopting. For those in the field, a book not to be missed.”

Ian Bremmer, President, Eurasia Group, USA

“Bonime-Blanc’s *Gloom to Bloom* is an impressive tour de force, a timely and useful guide to our turbulent times and practical ways for organizations and leaders to build resilience and transform risk into value. Ambitious in scope, intellectually rigorous and practical in application, her book plows new ground in ethics, compliance and risk management, taking us on a journey from today’s disruptive megatrends to our resistance and inability to adapt to them – and a reconciliation of these opposing forces at a higher level of meaning, purpose and action. An impressive achievement!”

Earnie Broughton, Senior Advisor, Ethics & Compliance Initiative, USA

“Dr. Bonime-Blanc takes us on a virtual roller coaster ride, first pinning us down in the tight turns of the ‘10 megatrends of our turbulent times,’ then lifting us up the steep slopes with a leadership integrity blueprint, then dropping us into an inversion exploring the dark corners of environmental, societal, governance and technological realities and finally concluding with a master class of optimism on how to achieve organizational resilience and value. In her inimitable and practical style, Dr. Bonime-Blanc proves that it really is possible to turn risk into value.”

*Jacqueline E. Brevard, Chief Ethics & Compliance Officer,
Merck & Co., Inc. (Retired), USA*

“*Gloom to Boom* is an enlightening work of art with predictive insights where the author brilliantly weaves the fabric of modern corporate governance’s often-structured framework together with the entrepreneurial-resilient can-do spirit of successful, transformative corporate leaders. Confronting a fast-changing world full of possibilities and opportunities, *Gloom to Boom* expands the new horizon for corporate thought-leaders to confidently embrace the challenges ahead and thrive. The book is almost prophetic, visionary and compelling and should be a constant companion in the hands of transformative corporate leaders.”

*Paul W. Chan, President, Malaysian Alliance Of Corporate Directors,
Iirc Ambassador of the International Integrated Reporting Council (UK), Executive
Member of the Global Network of Director Institutes (GNDI), Malaysia*

“Bonime-Blanc has written a revelatory book that is both practical and hopeful. She provides numerous tools for transforming global ESGT risk into sustainable value by building organizational resilience and a strong ethics culture. *Gloom to Boom* is an invaluable resource: it should be read slowly and returned to often. We are truly fortunate that Bonime-Blanc’s *ikigai* is to share her strategy for transforming risk to value.”

*Donna Costa, Former President, General Counsel and
Chief Compliance Officer of Mitsubishi Chemical Holdings America,
USA and Japan*

“*Gloom to Bloom* is an extraordinary and comprehensive treatise regarding the chaos and disruption we are currently experiencing. Dr. Bonime-Blanc offers extremely practical solutions – indeed, a clarion call to action – to transform risk into resilience and action, while achieving value. This monumental undertaking has numerous, very current, and practical case study examples, making this book a real resource for practitioners. Each chapter draws upon significant sources and resources, adding to the value of this book as a truly useful reflection on how we can survive and thrive in today’s world.”

*Keith T. Darcy, President, Darcy Partners, Former Executive
Director Ethics & Compliance Officer Association (ECO),
Member of the Faculty of the Wharton School, USA*

“In *Gloom to Boom*, Dr. Bonime-Blanc, one of the most formidable minds on ethical leadership and corporate governance, lays out a powerful and practical case for how leaders can flip the script on risk, adverse market forces and disruption, while charting a course for long-term prosperity and ESG equilibrium. All too often books about risk and governance are cliffhangers. Heavy on the doom and gloom and light on practicality. Dr. Bonime-Blanc corrects this trend and pours her years of board, legal, ethical and governance experiences in this rich and essential work.”

*Dante Alighieri Disparte, Head of Policy and Communications,
Libra Association, Geneva, Switzerland*

“Thank you, Andrea, for expending all your energy to write this book – it is a testimony to who you are as a person. While I find many business books to be a lot of air around a sometimes interesting single premise, *Gloom to Boom* is rich in content, wide-ranging, in touch with reality, grounded in facts, positive, on message, and tangible and actionable as a bonus! But most of all, I hear you speak your passion, commitment and conviction when I read the words – a deeply personal legacy which I’m sure will be a milestone contribution to a better world. You should be very proud of it. And I’m sure I’ll pull from your tour de force and refer to it in my speaking and teaching in the years ahead. Thank you so much and congratulations!”

*John Metselaar, P&G Veteran (Retired), Professor of Management Practice
“Leading and Living Innovation” at the Solvay Business School in Brussels,
Belgium, and Leader of the Global Innovation and Digital Transformation
Institute at the Conference Board*

“In my experience, there are two kinds of people who write about corporate risk: those who have actually operated many different kinds of businesses all over the world, and then a bunch of other people. All of Dr. Bonime-Blanc’s years of global experience in enterprise c-suites are on full display in *Gloom to Boom*’s novel approach vector. Lots of people might *talk* about the merits of turning risk into opportunity for stakeholders, but to actually *show* business leaders how and why to integrate integrity and resilience into the root fabric of their organizations – isn’t for beginners. *Gloom to Boom* is a masterfully researched elixir to a turbulent zeitgeist.”

Adam J. Epstein, Founder, Third Creek Advisors, USA

“Bonime-Blanc’s new work should be required reading for every board member and governance professional seeking a timely, holistic understanding of the modern risk landscape. Her years of work on this topic shine through here. We live in a brave new world where technology, geopolitics, climate change and social/demographic shifts have upended traditional notions of industry, competition and risk. Corporate leaders seeking to understand how these forces impact ERM and, if understood, can provide a new strategic advantage, would be well served to read this book.”

*Erin Essenmacher, Chief Programming Officer,
National Association of Corporate Directors, Board Director, USA*

“In this impeccably researched book, Bonime-Blanc weaves together narratives of social and economic mega-trends confronting leaders today (the ‘gloom’) with practical case studies to equip executives with ideas for creating a better future. She also offers great advice for what not to do. Passionately demonstrating that no institution today – government, corporate, or civil society – is immune from challenges to leadership, this work calls for a new paradigm to lead with integrity.”

*Azish Filabi, Executive Director, Ethical Systems, Adjunct Professor,
NYU Stern Business School, USA*

“In any organization or body politic, things are the way they are for a reason. When we see breaches of integrity, parochial thinking and worse, it’s usually not because no one has thought about a legal or more efficient, ethical, socially conscious, inclusive or otherwise better alternative. The reason is that leadership wants or allows it to be that way. This is a book for leaders who want to do it the right and successful way for an ever-increasing base of global stakeholders.”

*Kenneth Frankel, President, Canadian Council for the Americas,
Former Legal Advisor, Organization of American States,
Adjunct Professor, Ghent University (Belgium) and
Western University (Canada), Canada, USA and Colombia*

“Transforming risk into sustainable value has been Andrea’s ‘lionhearted’ motto since her childhood – *Gloom to Boom* is her legacy. In her fifth book, she gets to the quintessential nature of corporate values and behaviors – and corporate *mis-values* and misbehaviors. Hers is a call to arms (in her own words) to leaders. They should understand – and act. If leaders love their companies, they should also love their stakeholders. Deep, full of insight, comprehensive and essential to the everyday organizational life, this book is great – you should have it at your desktop, always at hand.”

José A. Herce, Senior Adviser at Afi, Author and Lecturer, Spain

“This is your number one manual for successful leadership. It dives deep into risk management, connects the dots on the megatrends of our times and provides concrete tools for organizational resilience. If the value of your business is non-negotiable, this is your book!”

Annette Heuser, Executive Director, Beisheim Stiftung, Germany

“In this turbulent world where we find risks of all kinds all around us, Bonime-Blanc goes to the positive – turning risk into reward. While the subject matter is weighty, it is written with a personal voice, direct and at times playful, which makes it a joy to read. ESG and corporate citizenship executives will find this book a useful tool to develop strategies to guide their companies to navigate the world. This book is thought-provoking and covers many critical issues that need to be on our radar as board directors and executives.”

*Jeff Hoffman, President, Jeff Hoffman & Associates, Global CSR,
Philanthropy & Civic Engagement, Founding Leader, Corporate Citizenship
& Philanthropy Institute, the Conference Board, USA*

“This is the perfect moment for Andrea’s book. Demands from stakeholders have never been so high – this is a guide to meeting those demands. It is *booming* with ways to turn the challenges into opportunities with a road map for leaders to follow. Every section has a summary I wanted to print out and stick on my wall.”

Tina Kirby, Head of Innovation at Beazley (a Syndicate at Lloyd’s), UK

“*Gloom to Boom* is a practical guide and handbook for executives and an interesting read for academics. Dr. Bonime-Blanc guides the reader through the risks and challenges of our increasingly complex world – combining an impressive ‘tour d’horizon’ of today’s and tomorrow’s risks with ‘hands on’ recommendations for how to survive and transform these risks for the greater good. The author not only delivers a sound description of the subject matter and best practices, with her experience as an executive, she has written a book with a personal touch that adds value to what might otherwise be an abstract subject.”

*Matthias Kleinhempel, Professor of Business Policy,
Center for Governance & Transparency,
IAE Business School, Argentina*

“Aristotelian in its scope, Dr. Bonime-Blanc’s book *Gloom to Boom* is an encyclopedic journey through the metaphysics of risk. The key questions pop into relief with ontological brevity: ESGT—environmental changes from humans’ interaction with their planet, social changes from climate changes of the cultural kind, governance changes from evolving notions of business roles and responsibilities in society, and technological changes that are transforming basically everything. With Dr. Bonime-Blanc’s passion nurtured by her personal journey through Scylla and Charybdis, readers can appreciate patterns of risks and opportunities that predictably lead to reputation damage or value creation, incarceration or promotion, insolvency or resilience. Mark her words: luck is not a viable strategy. Practical tools reveal the essence of Dr. Bonime-Blanc’s philosophy: it’s enlightened leadership, stupid! One can find today many books on risk management, and others on the themes of ESGT. But for a global view of ESGT and risk with an eye toward strategy that leaders can deploy to navigate expertly through myriad risks to find opportunities, one need search no further than *Gloom to Boom*.”

*Nir Kossovsky, MD, CEO, Steel City Re, Author,
Reputation Stock Price and You, USA*

“We are living in one of the most turbulent times in modern history. The current incarnation of capitalism appears to have finally reached an inflection point. In the decades to come, I suspect there will be two distinct camps: those who thank goodness they read this prescient primer for preparing organizations to survive and thrive in these increasingly turbulent economic times – and those who regret not having done so. In this wonderful guide, Bonime-Blanc does far more than simply sound a clarion call warning of the dangers ahead, she offers constructive, practical, pragmatic guidance to those who are charged with ensuring the long-term success of their organizations – and advice on how best to fulfill their duties as fiduciaries of the future.”

JT Kostman, PhD, CEO, Protectedby.ai, USA

“As time runs out to preserve our humanity, *Gloom to Boom* offers leaders a powerful recipe and ample food for thought to create resilient and sustainable governance. Throughout, Andrea reminds us of the quintessential strength and beauty of ethics in action.”

*Emmanuel Lulin, Senior Vice-President and Chief Ethics Officer
of L'Oréal, 2018 UN Global Compact SDG
Pioneer for Advancing Business Ethics, France*

“What a *tour de force* full of timely and practical lessons from companies that have succeeded – or failed – to turn risk into opportunity. This is truly a 21st-century guide for global corporate directors and chief executives seeking to navigate a world full of digital disruption, enterprise risk, and unprecedented complexity. *Gloom to Boom* offers a hopeful and timely reminder that strong ethics and values continue to be at the heart of organizational resilience and sustainability. Riveting reading not just for corporate governance experts but also for investors and shareholders all over the world.”

*Michael T. Marquardt, Serial Entrepreneur,
Global Corporate Director, USA,
Asia and Europe*

“In *Gloom to Boom* Andrea Bonime-Blanc has managed the seemingly impossible: how to take difficult, complex concepts, explain them in ways that every-one can understand and chart an actionable path for businesses to follow and thrive. Andrea does this in a natural, systematic way, a way that intuitively makes sense and compels the reader to follow-on. Andrea’s chapter on Leadership reflects her direct, no-nonsense, ‘get it done’ style, and provides any board member with an irreplaceable diagnostic resource as they navigate these turbulent times. Finally, her treatment of ‘Environment,’ ‘Society,’ ‘Governance’ and ‘Technology’ is masterful. Andrea brings all this together in the final section of her book, aptly named ‘Boom’ where she demonstrates how business leaders, using the concepts presented, can achieve resilience and deliver sustainable value. I couldn’t put this book down! I consider this book required reading for any investor, board member, executives across industries, government, nonprofits and academia.”

*Chris Moschovitis, CEO, TMG-Emedia, Author Cybersecurity Program
Development for Business, USA and Greece*

“Andrea Bonime-Blanc’s *must-read primer* provides a solid conceptual framework with strongly documented case studies to help business leaders detect, administer and mitigate nonfinancial risks and, then, to turn them into strategic growth opportunities. One of its most novel contributions is the incorporation of the ‘T’ into the ESG equation in light of the increasing challenges posed by the current technological revolution. It is a must-read for investors who should embark in a risk due diligence process to decide whether or not to invest in a company.

The examples described in the book – including those of Equifax, Volkswagen and Wells Fargo, among many others – showcase the negative financial and reputational consequences of not doing so. Also, the description of how Microsoft, L’Oréal and Salesforce have addressed their respective ESGT challenges demonstrate the positive impact that ethical leadership, transparency and setting the right tone from the top have on corporate culture.”

*Karen Poniachik, Former Minister of Mining for Chile, Board Director,
Director, Columbia University Global Center in Santiago, Chile*

“Drawing on personal experience and professional observation, Dr. Bonime-Blanc has produced a thought-provoking call to action that deserves to find a place in the briefcase or on the bedside table of every C-Suite executive. At a time when political, economic and social norms are being stressed to the breaking point, she offers calm analysis and reasoned solutions. This book is both prescriptive and groundbreaking. I highly recommend it.”

*Jay Rosenzweig, CEO, Rosenzweig & Company,
Executive Recruitment & Tech Entrepreneur, Canada*

“As we near the third decade of the 21st century, it is clear that companies are struggling to respond to profound social, environmental, and technological disruption: Established structures and mindsets will no longer do the job. Bonime-Blanc has written a new operating manual for business in our era. Bonime-Blanc fuses the latest thinking from sustainability, ethics and compliance, and leadership and culture without ever succumbing to the jargon that pervades all these fields. She illustrates her new conceptual models with lively up-to-date case studies and practical guidance. This is essential reading for anyone who wishes to lead organizations with integrity – without sacrificing commercial opportunity.”

*Alison Taylor, Managing Director,
Business for Social Responsibility,
Professor at Fordham Law School, USA*