

Rita McGrath, Renowned Author and Distinguished Professor, Explores Essential Factors for Advancing Climate Change

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/EINPresswire.com/ -- [Rita McGrath](#), an expert business advisor, best-selling author, and professor at the esteemed Columbia University, is currently observing the critical factors required to prompt organizations to take action on the pressing issue of climate change. Speaking from the prestigious International Conference Commemorating the 30th Anniversary of Samsung New Management in Seoul, South Korea, McGrath is providing an insightful platform for addressing this global concern.



Rita McGrath

McGrath emphasizes certain elements that are necessary to ignite action regarding urgent issues. These elements serve as the cornerstones for driving transformative change and fostering widespread support for critical initiatives:

1. **Compelling Narrative:** At the top of McGrath's list is the importance of crafting a narrative that vividly portrays the consequences of inaction. This narrative must be compelling, believable, and widely shared to resonate with the masses.
2. **Identifiable Cause:** A 'villain,' or a clear cause directly linked to the problem at hand, is essential to galvanize collective action. Identifying and spotlighting this cause is vital to mobilizing public support.
3. **Practical Steps:** A well-defined set of actionable steps to address the issue is necessary. These steps should provide a practical roadmap for tackling the problem and be easily understandable by all stakeholders.

4. Tangible Link: Establishing a credible connection between the actions taken and the resolution of the crisis is crucial. This link ensures that the efforts put forth lead to tangible results.

McGrath also acknowledges that one of the challenges in garnering public support for climate change efforts is the absence of one or more of these essential ingredients. Drawing from historical examples, McGrath highlights the successful international effort to mend the Ozone Layer, which stemmed from a compelling narrative, the identification of harmful CFCs as the 'villain,' practical steps involving their global ban, and a clear link to the healing of the ozone hole.

Moreover, she spotlights an ongoing exemplary case, [the JalTara project](#), which aims to combat aquifer and underwater source depletion due to excessive farming and climatic factors. This project, led by Manu Namboodiri, proposes an uncomplicated yet effective remedy—digging water-catching pits on low-lying farmlands in India.

"It is simple, cheap, and it works – it's part of a growing movement to address one small but vital part of preventing the worst of climate change – when the earth can't absorb water," exclaims McGrath.

McGrath is a renowned figure in the world of innovation and growth, celebrated as a best-selling author, captivating speaker, and distinguished professor at Columbia Business School. McGrath's work consistently graces the pages of the Harvard Business Review. She is the author of the best-selling book, "The End of Competitive Advantage." Her most recent publication, "Seeing Around Corners: How to Spot Inflection Points in Business Before They Happen," continues to guide leaders and organizations in navigating the complex landscape of business transformation.

To learn more about Rita McGrath, visit her website: <https://www.ritamcgrath.com/>

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