



Dear All,

Welcome back into a milieu of celebration. This is to wish you, as well as your near and dear ones, a very happy Deepawali !

This edition of SATTVA carries the last of the Case Studies in the current series on Transformational Leadership. The past cases are [ITC Ltd](#), [Patagonia](#), [Narayana Hrudayalaya](#), [Whole Foods Market](#), [TATA Group](#), [Aravind Eye Care](#) and [Apple Inc.](#)

The narrative this month is that of Interface Inc., the global leader in carpet tiles. A company that has taken *complete ecological responsibility* for its operations. It is deeply inspiring.

Warmly,  
[The Editorial Team](#)

**Interface®**

[Case Study](#)  
Interface Inc. - Reinventing a Successful Enterprise

To turn a successful enterprise (with annual revenues of \$1 billion) completely upside down in pursuit of a chosen mission calls for business gumption, high moral conviction and determination to go the full distance.

This study elaborates how Ray Anderson, the founder and CEO, reoriented the company's entire DNA - from raw material procurement, to manufacturing methods, to employee and stakeholder ownership to make this mission of sustainability a success. [More](#)

**Interface®**

[Video Review](#)  
Interface Inc. - Reinventing a Successful Enterprise



The video shots, through various stages of the company's (and Ray Anderson's) evolution, demonstrate the truth and logic of sustainability to the entire industrial world in all its dimensions: People, Process, Product, Place and Profit. [More](#).

### [Sattva Archives](#)



October 2016  
ITC Limited  
The Strategic Transformation



September 2016  
Patagonia  
The Sustainability Champions



August 2016  
Narayana Hrudayalaya  
A Vision Unlimited



July 2016  
Whole Foods Market  
A stakeholder-centric enterprise

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