

For immediate release

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Building Business for Others to Own Turning Capitalism Right Side Up

In the retirement community of Sun City Center, Florida, there is a man who is far from retired. He calls himself “The Disruptive Professor.”

His last five years have produced a free online course called NotMyEconomics. He has developed a disruptive economic system called THE COMMONS Business Model™. And on Jan. 1, 2021 he is launching COWORKS Entrepreneurs™, a proprietorship he intends to scale up as a business model franchisor by 2022.

“I am building this business for others to own,” Jerry Ash says. His purpose is to turn the power of capitalism “right side up.”

Reports of upside down distribution of economic gains in America have been rampant for generations.

As Wall Street grows, Main Street shrinks. While big business profits soar, income growth is extremely slow everywhere else. Wages sag while the cost of living rises. Workers have not reaped a fair share of the profits since the 1960s. Although small and medium businesses employ the largest number of workers in America, they are the first to fail.

Most everyone agrees that American capitalism, as we know it, is unsustainable.

THE COMMONS Business Model replaces limited pay with unlimited opportunity. Employees become true entrepreneurs who own and manage their own work and earn fair compensation through profit sharing.

It places social responsibility at the core and keeps money that was spent and earned in the community circulating in that community, instead of being shipped off to a corporate headquarters somewhere.

As radical as it seems, THE COMMONS Business Model is built on five principles and processes that have been thoroughly tested. Each separately. But rarely, if ever, together.

1. *Social Responsibility*: Most Corporate Social Responsibility (CSR) programs are designed to preserve or increase revenue, not serve the common good. There are exceptions: Johnson & Johnson, Ford Motor Company, Toms Shoes, the Walt Disney Company are among the examples.

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2. *Self-management*: Morning Star Farms has become the worldwide market leader in tomato processing with revenues around \$1 billion annually. It has no bosses, no titles and no structural hierarchy.
3. *Profit-sharing*: A major study by the National Bureau of Economic Research revealed companies that use profit-sharing work better when combined with supportive management practices.
4. *Benefit Corporation*: Today's consumers care a lot about ethical, social and environmental issues. More than 5,000 Certified B Corps are required to add social responsibility to the bottom line.
5. *Consortium*: Consortium has been used by non-profits for years. It's an agreement to work collaboratively to undertake goals and objectives beyond the resources of any one member.

"The combination of these systems and principles will change the way work works and management manages," Ash says. "Entrepreneurs from the board room to the mail room will share common goals. Small and medium companies will set a new standard for all companies, large and small. And the economy will be measured on the basis of the common good."

He continues, "Now is the time for change. COVID-19 has displaced workers and shut down small businesses. Getting back to normal isn't good enough. We have to get back better."

Jerry Ash is a retired business strategist. He has been a serial entrepreneur and an administrator of three non-profits. Also former assistant professor at West Virginia University and a two-term member of the West Virginia State Senate where he chaired the Standing Committee on Health and Human Services as well as the Small Business Committee he founded.

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