

Invitation to participate in research

Nature in charge: The developmental roots of ecological worldviews and identities in leadership

Dear prospective participant,

I warmly invite you to take part in my master's research at BI Business School. This study explores how early experiences with nature may relate to ecological worldviews and leadership development. By sharing your reflections on your own journey, you will help create a richer picture of how people describe the role of nature in their personal and professional lives.

If others come to mind who might also resonate with this theme, I would be grateful if you share this invitation with them or suggest people I could reach out to at **s1210585@bi.no**

What does participation involve?

If you decide to take part in this Qualitative study, your participation will involve:

1. A short survey

Before the interview, I would ask you to complete a brief survey that gathers basic information about your ecological awareness. This includes:

- **The new ecological paradigm (NEP) scale** – a widely used tool for assessing environmental worldviews.
- **The connectedness with nature scale (CNS)** – which explores how you perceive your relationship with the natural world.

Online- Survey, Visit: <https://nettskjema.no/a/survey-eco-leadership>

This data-protected survey will provide insights into different ways people experience ecological awareness, helping to shape our discussion during the interview. You are free to skip any questions you prefer not to answer.

2. A one-time interview (approx. 50 minutes)

The interview will be scheduled at a convenient time for you, either in person or via Zoom.

We will explore:

- **Your experiences with nature** – when you first connected with nature, such as through childhood outdoor activities, meaningful places in nature, or key lessons from the natural world.
- **Your leadership journey**

- **Connections between nature and leadership** – how (if at all) your experiences with the environment have influenced your leadership approach and decision-making, and how you might maintain a connection through your work.

With your consent, the interview will be recorded to ensure accuracy. The recording will be stored securely, and only the audio will be used for analysis. There are no right or wrong answers — I am simply interested in your story and perspective.

Help expand the research by sharing this invitation! (Snowball Research)

To help this research grow, I would be grateful if you could share this invitation with others who might be interested. You are also very welcome to send me suggestions of people I could reach out to at s1210585@bi.no

Your support in expanding this research is greatly appreciated.

Who I am looking for

I am looking for individuals in diverse leadership roles that have developed/ are developing a deep ecological awareness of the natural world and integrated it into their leadership approach, including but not limited to:

- Individuals guiding teams, organizations, networks, collectives, or social movements in various leadership and organizational structures (e.g. flat, hierarchical).
- Change-makers, facilitators, community organizers, and others engaged in collaborative and regenerative leadership.

What happens next?

If you are interested in participating, please complete the attached consent form and return it to me at s1210585@bi.no. I also kindly ask that you fill out the short online survey here: <https://nettskjema.no/a/survey-eco-leadership>

If you have any questions, feel free to reach out using the contact information below. I am happy to provide more details and answer any questions you may have. Once I receive your consent form and survey, I will schedule the interview at a time that works best for you.

Thank you


Thank you for taking the time to read this invitation. I understand that your time is valuable, and I deeply appreciate your consideration. Your insights and experiences are unique and important, and by sharing your story, you will help deepen our understanding of the connections between personal development, nature, and leadership.


I strive to create a welcoming and respectful space for our conversation and would be honored to have you as part of this study.

Best regards,

Martin Johannes Reinholtz

Master's Candidate in Organizational Psychology
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Consent and confidentiality

Your participation in this study is entirely voluntary. All personal information will remain confidential, and any names or identifying details will be removed in the final thesis. Below are the key aspects of data protection and your rights as a participant:

- **Voluntary & Confidential:** Participation is voluntary, and all personal information will be anonymized.
- **Data Usage:** Your data will only be used for this research and will not be shared with third parties.
- **Audio/Video Recording:** With your consent, interviews will be recorded, securely stored, and encrypted in accordance with GDPR and Norwegian data protection laws. This data will not be shared with any third parties or AI LLM.
- **Right to Withdraw:** You may withdraw at any time without consequence. Any data collected up until that point will be deleted.
- **Right to Access Data:** You have the right to access the data collected about you during the study.
- **Final Thesis Access:** A copy of the final thesis will be shared with you upon request.

This study has been reviewed and approved by a research ethics board, ensuring it meets all required ethical standards. I am committed to conducting this research in an ethical and respectful manner.

Consent statement

By signing below, you confirm that you:

- ✓ Have read and understood the information provided above.
- ✓ Agree to participate in the study as described.
- ✓ Understand that your participation is voluntary and that you may withdraw at any time without penalty.
- ✓ Consent to the collection and use of your data for the purposes outlined in this consent form.

Participant Name: _____

Signature: _____

Date: _____