

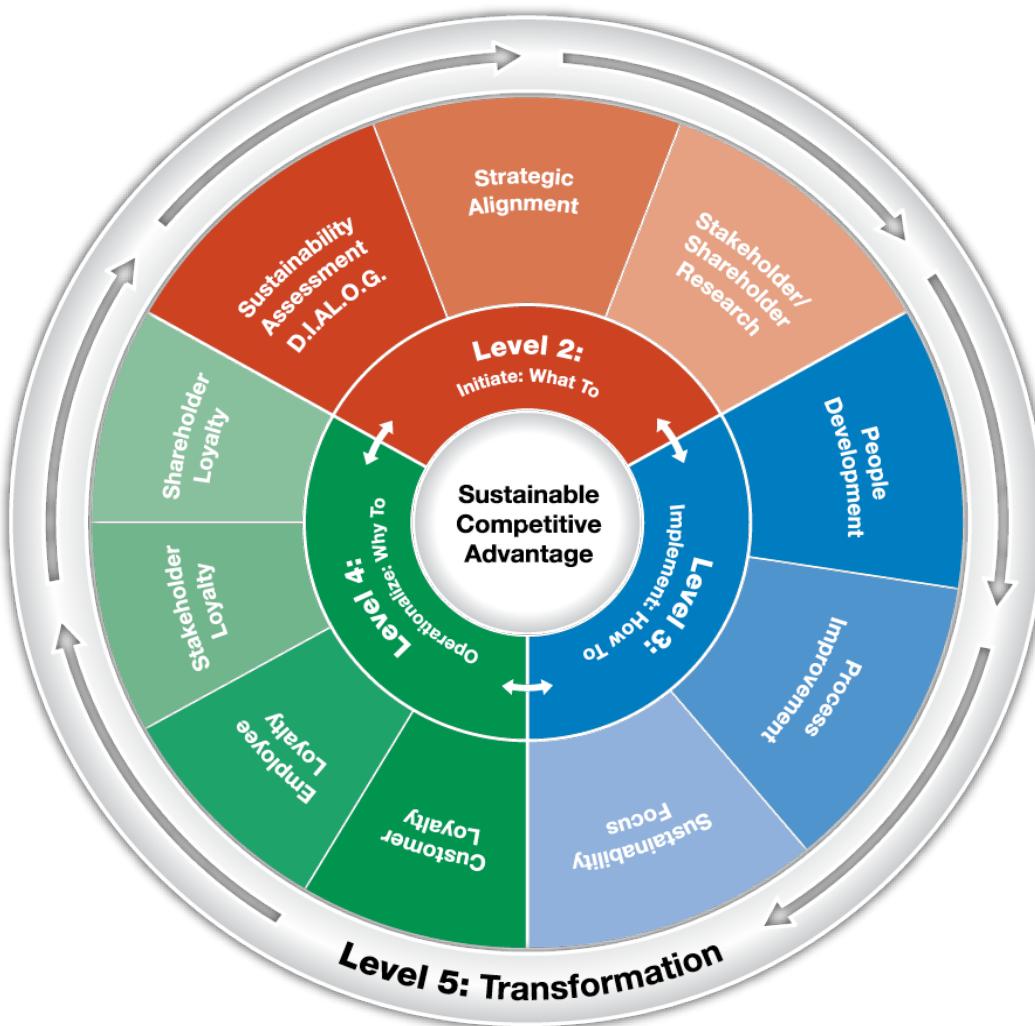
On The Sustainability Advantage

Our purpose today is to briefly share the concept of Sustainability and how it can apply to your business.

Here is a model that has helped our clients and organizations like yours get started on a path toward sustainability.



The Sustainability Implementation Model



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Level 1: is really an organization that is not ready to move forward. So, we will begin with...

Level 2: Initiate. Most companies don't know where to start. Level 2 is all about assessing where your company is with regard to sustainability. In addition to conducting an assessment, we need to look at connecting the sustainability efforts to your strategic plan and how sustainability will impact your shareholders/stakeholders.

Level 3: Implement, focuses on creating an implementation plan while developing your people and improving your processes to achieve a sustainability focus.

Level 4: Operationalize, it's time focus on outcomes. What measurements can you put into place with regard to your Customer, Employee, Stakeholder, and Shareholder Loyalty?

Level 5: The organization is achieving Transformation. The organization is a steward of the environment and sustainability is fully integrated into their culture. The organization now has a long term vision and processes in place to continue a culture of sustainability

When talking about sustainability, it's helpful to discern between two basic terms: Business Sustainability and Financial Sustainability. Both concepts are critical for building a case for sustainability.

Sustainability allows you to be profitable today and tomorrow (creating a sustainable company that is in business 10, 15, or 25 years from now) without destroying the resources necessary for tomorrow's prosperity. Business Sustainability should be ongoing. Alignment needs to be created throughout your systems and processes. Customer and Employee Loyalty need to become more than buzzwords, and they should be properly measured and managed.

Creating stakeholder value without draining natural resources doesn't just sound nice, it makes good economic sense. However, sustainability is an attitude and a culture, not a checklist. Sustainability is about responding to stakeholder's expectations and creating enduring environmental and business value, today!



Why sustainability?

Here are some compelling answers to WHY sustainability make sense. Being “green”, regardless of your political position, shows social responsibility and stewardship for future generations. It can lead organizations to consume fewer resources and offer more energy efficient products/services. It can also differentiate you in your market.

Speaking on the business side of things, here are some compelling results that sustainability strategies can create:

- A stronger brand and greater pricing power
- Greater operational efficiencies
- Increase profitability
- More efficient use of resources
- Supply chain optimization
- Risk management (environmental)
- Enhanced ability to enter new markets
- Enhanced ability to attract, retain, and motivate employees
- Improved customer loyalty
- Inevitability of regulation and reporting