Sustainability as a Competitive Advantage

Sustainability has many definitions in today's business environment. Regardless of definition, its intent is the proper alignment of people, process and the environment to achieve business success. This is the charter of today's successful leaders, whether they lead large corporations, small or medium businesses, for-profit or non-profit organizations, product manufacturers or service providers, sustainability is a leadership imperative.

The model below explains why. When leaders only focus on People, Processes or the Environment on the margins, little, if any progress is achieved. However, when these elements are aligned with one another, progress begins to drive the business towards profitability and competitive advantages necessary to survive and thrive in today's global economy.

PEOPLE

PEOPLE &

ENVIRONMENT

- · Reactive management
- · Solving problems
- Fire fighting

PEOPLE & PROCESS

- Innovation
- · Preventing problems
- Speed
- Understand Sustainability Vision
- · Support structure
- · Interdepartmental teams
- Collaboration
- · Employee Loyalty

PROCESS

- Departmental mentality
- Variation
- Tool kit mentality
- Self interest
- · Lacking Strategic Focus

SUSTAINABILITY

- · Long-term growth
- Systems Thinking
- Profitability
- Customer Loyalty
- Stewardship

PROCESS & ENVIRONMENT



- Employee engagement
- Public communication and reporting
- · Pro activeness
- Sustainability is viewed as an integral part of what makes an organization profitable

ENVIRONMENTAL

- Compliance
- · Considered an expense
- · Non-competitive
- · Program du jour



- Alignment
- Effective with supply chain
- Systems
 Thinking

