

# 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.

