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The Roadmap to Sustainability

Key Insights from Harvard Business Review
Analytic Services report, *Driving Sustainability
Strategy Home: Effective Practices That Take
Businesses' Impact Beyond Profit.*



Sustainability - the practice of operating a business in a way that meets the economic, social, and environmental needs of the present without compromising the ability of future generations to meet their own needs.

Harvard Business Review
Analytic Services

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Challenges of

Implementing

Sustainability

Efforts

Challenges:

01

Deciding where to focus efforts to achieve the biggest impact.

02

Challenges in measuring the environmental and social impact of sustainability strategies.

03

Standardisation vs. individualisation of key performance indicators (KPIs).

04

Unclear return on investment (ROI) from sustainability efforts.

05

Lack of alignment between sustainability strategy & business model.

#10

Ways to

Effectively Drive

Sustainability

Strategies

Driving Sustainability Strategies:

01

Ensure top leadership is fully committed to sustainability goals.

02

Develop a clear & comprehensive sustainability strategy that aligns with the organisation's business objective.

03

Establish key performance indicators (KPIs) to track progress & regularly report on achievements.

04

Engage employees at all levels, providing training on sustainability practice.

05

Encourage innovation & seek opportunities to improve efficiency through sustainable initiatives.

Driving Sustainability Strategies:

06

Align sustainability efforts with customer expectations and preferences.

07

Partner with stakeholders, suppliers, & industry peers to share best practices, driving collective sustainability efforts.

08

Maintain a long-term focus on sustainability objectives.

09

Continuously review & adapt sustainability strategies based on feedback, changing regulations, & emerging best practices.

10

Communicate openly and transparently.

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Potential

Benefits for

Driving

Sustainability

Initiatives

Potential Benefits:

01

Enhanced reputation by demonstrating a commitment to sustainability.

02

Improved organisational culture, creating a sense of purpose & engagement among employees.

03

Heighten employee engagement, leading to a more motivated & committed workforce.

04

Development of innovative solutions for offerings and operations through sustainability practices.

Potential Benefits:

05

Enhance employee loyalty & retention rates within the organisation.

06

Improve talent attraction by appealing to individuals who value corporate social responsibility.

07

Greater customer satisfaction, as consumers increasingly value environmentally conscious businesses.

08

More efficient and sustainable supply chain ecosystem.

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Any Questions?

Drop me a message on
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Thank you!