



## Sustainability: A Business Strategy

“In the last year or two, everything has changed. People are starting to suspect that sustainability is really a strategic issue that will shape the future of our businesses. The specifics are different depending upon industry and context, but we’re in the beginning of a historic wake-up.”<sup>1</sup>

Some are calling it a “Mega Trend” because it is taking on a life of its own. It is being driven by forces bigger than any one organization or industry and therefore must be addressed in order to remain competitive.

### What is Sustainability?

Our definition of sustainability is maximizing the efficient and effective use of all resources without compromising product or service quality, competitiveness or profitability.

### How does it affect costs?

Initially it was thought that sustainability would increase the costs of doing business. As with the quality movement this has been proven to be false. As a matter of fact improving quality and becoming sustainable will actually reduce costs, improve profits, and help the environment. For this reason we view sustainability as a three-prong approach environment, people, and profit.

### Implementation

Sustainability has the greatest chance of success when a proven implementation model is used. “You cannot implement these kinds of programs bottom-up, it’s impossible. It’s always top-down ... Always. Because it’s such a cultural change, you cannot do it organically.”<sup>2</sup> Too often improvements go across departmental lines and this requires top management’s involvement.

In our experience when sustainability is strategically based, management driven, employee supported, and stakeholder/customer focused it’s a winner.

1. Peter Senge, Sloan School of Management
2. Georges Kerns, CEO, IWC

### Key Areas within the Aspire Advantage Sustainability Implementation Model:

- Assess your current sustainability level
- Use sustainability as a base strategy
- Develop your employees
- Improve your processes
- Increase loyalty of stakeholders
- Transform your organization

### Measurable Outcomes and Results:

- Stronger brand
- Greater pricing power
- Greater operational efficiencies
- More efficient use of resources
- Supply chain optimization
- Enhanced ability to enter new markets
- Enhanced ability to attract, retain, and motivate employees
- Increased customer loyalty
- Reduced environmental impact
- Improved innovation

### The Aspire Formula for Success:

$$\text{Ask} + \text{goals} = \text{PBC} \rightarrow \text{IR}$$

Attitudes	Positive	Improved
Skills	Behavior	Results
Knowledge	Change	

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