

Making Sustainability Stick The Blueprint For Successful Implementation

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Towards Sustainable Innovation - Sven Pastoors 2017-03-13

With sustainability having gained a lot of momentum over the last years and companies implementing strategies to create corporate sustainability, there are lots of opportunities for innovation. Thus, the two concepts of sustainability and innovation should not be considered separately – they are closely interlinked with one another. The main goal of sustainable innovation is to develop new products and technologies that have a positive impact on the company's triple-bottom-line. To meet this aim, they have to be ecologically and economically beneficial as well as socially balanced. In order to help companies to improve their sustainable innovation process practically, this book is structured into five possible phases of a sustainable innovation process: Awareness of a sustainability problem, Identification & Definition of the problem, Ideation & Evaluation of the solutions, Testing & Enrichment of the solutions, Implementation of the solutions & Green Marketing.

Sustainability Principles and Practice - Margaret Robertson 2021-01-29

Sustainability Principles and Practice gives an accessible and comprehensive overview of the interdisciplinary field of sustainability. The focus is on furnishing solutions and equipping students with both conceptual understanding and technical skills. Each chapter explores one aspect of the field, first introducing concepts and presenting issues, then supplying tools for working toward solutions. Elements of sustainability are examined piece by piece, and coverage ranges over ecosystems, social equity, environmental justice, food, energy, product life cycles, cities, and more. Techniques for management and measurement as well as case studies from around the world are provided. The 3rd edition includes greater coverage of resilience and systems thinking, an update on the Anthropocene as a formal geological epoch, the latest research from the IPCC, and a greater focus on diversity and social equity, together with new details such as sustainable consumption, textiles recycling, microplastics, and net-zero concepts. The coverage in this edition has been expanded to include issues, solutions, and new case studies from around the world, including Europe, Asia, and the Global South. Chapters include further reading and discussion questions. The book is supported by a companion website with online links, annotated bibliography, glossary, white papers, and additional case studies, together with projects, research problems, and group activities, all of which focus on real-world problem-solving of sustainability issues. This textbook is designed to be used by undergraduate college and university students in sustainability degree programs and other programs in which sustainability is taught.

The Sustainability Handbook - William R. Blackburn 2012

The Sustainability Handbook covers all the challenges, complexities and benefits of sustainability for businesses, governments and other organizations. It provides a blueprint for how organizations can reach or exceed economic, social and environmental excellence. It offers a host of practical approaches and tools including a model sustainability policy for organizations, summaries of sustainability codes and tips on selecting them, an extensive collection of metrics and a wealth of supplementary reference material. This is the essential reference for every organization in pursuit of sustainability.

Making Sustainability Stick - Kevin Wilhelm 2014

This book provides the blueprint for implementation, breaking down barriers, and the steps required to integrate sustainability successfully into any business. It is laid out in easily digestible chapters, with action steps backed up from interviews with sustainability thought leaders, case studies, and the real life experience of the author, as well as over 40 interviews with CSR and Sustainability Directors at various companies on how to “get things done” based on their successes and temporary setbacks. It provides the step-by-step roadmap for implementing

sustainability successfully and focuses on “how” companies can realize the benefits of sustainability by engaging the head, heart, and hands of their employees. Also included is a checklist for implementation and tips on how to regain momentum or get “un-stuck” at the end of each chapter as well as additional helpful resources and exercises to overcome the most common barriers towards implementation.

Finance - Frank J. Fabozzi 2009-05-13

FINANCE Created by the experienced author team of Frank Fabozzi and Pamela Peterson Drake, Finance examines the essential elements of this discipline and makes them accessible to a wide array of readers—from seasoned veterans looking for a review to newcomers needing to get their footing in finance. Divided into four comprehensive parts, this reliable resource opens with a detailed discussion of the basic tools of investing and financing decision-making—financial mathematics and financial analysis. After this informative introduction, you'll quickly become familiar with the three primary areas of finance—capital markets (Part II), financial management (Part III), and investment/asset management (Part IV)—and discover how these different areas are interconnected. Finance is a well-rounded guide to this dynamic field. The straightforward insights found here will put you in a better position to understand what the principles of modern finance are and how they can be used to make the right decisions when managing risk and return in today's complex financial environment.

Sustainability Jobs: The Complete Guide to Landing Your Dream Green Job - Kevin Wilhelm 2016

Sustainable Jobs is chock full of practical tools to rapidly accelerate your job search. It includes tips and suggestions from 26 of the top Sustainability Masters in this space. This book includes: How to Start Your Search, Nailing Your Elevator Pitch, Tailoring Your Resume, Personal Branding and Network Building, Interviewing Ins & Outs, Top Job Sites, Where to Look and Worksheets to Get you Started Today!

Rules & Tools for Leaders - Perry M. Smith 2013-08-06

Rules and Tools for Leaders offers insightful and useful advice that avoids the flavor-of-the-month management theories that are long on speculation and short on practical application. This is a fully revised, updated, and reorganized edition of a classic management handbook. It never loses sight of the big picture of how any company should operate. It provides useful and time-tested advice that can be implemented immediately to the benefit of the entire organization. From defining the qualities of outstanding leaders to putting good leadership skills into practice, from managing yourself and others to handling the difficult tests that leadership brings, this book includes valuable checklists and reviews. In addition, it highlights some of the best leadership programs and presents a host of compelling and instructive anecdotes that illustrate the ideas throughout.

Global Health Security - Lawrence O. Gostin 2021-09-28

With lessons learned from COVID-19, a world-leading expert on pandemic preparedness proposes a pragmatic plan urgently needed for the future of global health security. The COVID-19 pandemic revealed how unprepared the world was for such an event, as even the most sophisticated public health systems failed to cope. We must have far more investment and preparation, along with better detection, warning, and coordination within and across national boundaries. In an age of global pandemics, no country can achieve public health on its own. Health security planning is paramount. Lawrence O. Gostin has spent three decades designing resilient health systems and governance that take account of our interconnected world, as a close advisor to the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and many public health agencies globally. Global Health Security addresses the borderless dangers societies now face,

including infectious diseases and bioterrorism, and examines the political, environmental, and socioeconomic factors exacerbating these threats. Weak governance, ineffective health systems, and lack of preparedness are key sources of risk, and all of them came to the fore during the COVID-19 crisis, even—sometimes especially—in wealthy countries like the United States. But the solution is not just to improve national health policy, which can only react after the threat is realized at home. Gostin further proposes robust international institutions, tools for effective cross-border risk communication and action, and research programs targeting the global dimension of public health. Creating these systems will require not only sustained financial investment but also shared values of cooperation, collective responsibility, and equity. Gostin has witnessed the triumph of these values in national and international forums and has a clear plan to tackle the challenges ahead. Global Health Security therefore offers pragmatic solutions that address the failures of the recent past, while looking toward what we know is coming. Nothing could be more important to the future health of nations.

Do Good - Anne Bahr Thompson 2017-11-30

Increasingly today, in every age group, consumers are committing to brands that show good citizenship—from fair employment practices, to social responsibility, to charitable giving. In fact, support of these generous and socially aware companies is so high that it is safe to say that good works and charitable giving are no longer optional for the company that aspires for financial success—they are necessary! Do Good documents the sea of change that has impacted the twenty-first-century marketplace more than even the most optimistic of business forecasters. Toms grew into a \$600 million company by giving away 35 million pair of shoes. Patagonia's profits have climbed year after year even as it funnels heavy investments into sustainability. From CVS's destocking cigarettes to Chipotle's ethical sourcing, customers have shown with their wallets the types of businesses they will support and that they will quickly call out negligence. Buyers today demand more than half-hearted pledges from companies who are clearly just trying to show less profits and decrease their taxes. By implementing the five-step model for the new rules of business laid out in Do Good—Trust, Enrichment, Responsibility, Community, and Contribution—companies can take the necessary steps to embed social consciousness into their DNA, in turn capturing both markets and hearts.

Changing the Game - Lucas Simons 2020-10-29

We are at the beginning of the sustainability era. The biggest challenge of our generation is to reach the Sustainable Development Goals. For this we must be willing to understand and change the root causes that create these challenges in the first place. The system itself needs to change. But how to do that? This ground-breaking book *Changing the Game* reveals the missing insights and strategies to actually achieve system change. The authors Lucas Simons and André Nijhof bring decades of real life and academic experience, and state that most of the sustainability challenges are actually caused by the same system failures, every time. Therefore, the way to accelerate and manage system change is also similar every time – if you know where to look and how to act. The theory of sustainable market transformation and system change is described in a compelling and easy to understand eight-step approach applied to eight different sectors. The authors, together with respected sector experts, describe the drivers, triggers and dominant thinking in each of these sectors as well as the strategies needed to move towards higher levels of sustainability. This book is highly accessible and engaging, and is perfect for use by professionals, leaders and students for understanding how to move markets to a more sustainable future.

The Global Entrepreneur - James F. Foley 2013-08-01

An excellent primer, *The Global Entrepreneur* uncovers all the hidden secrets to doing business in the real world. Author Jim Foley is praised for his street-smart advice. First printed in 1999, this text has been adopted by numerous colleges and universities for export and international trade education. It has also been used as a study resource guide for the NASBITE CGBP exam.

Making Sustainability Stick - Kevin Wilhelm 2013-10-03

A brand new collection of world-class business sustainability solutions... 2 authoritative books, now in a convenient e-format, at a great price! 2 authoritative eBooks deliver expert guidance for successfully and continually integrating sustainability throughout your business. This unique 2 eBook package will help you capitalize on the massive business opportunities offered by sustainability, and then build on your momentum, overcoming obstacles to make sustainability "stick." In *Return on Sustainability*, Kevin Wilhelm presents best practices for utilizing sustainability strategies to increase profitability, enhance brand

value, and improve shareholder relations. Wilhelm begins with practical actions and real-world case studies from companies ranging from Yakima to Lockheed Martin that have achieved these goals by improving their performance on climate-related issues. He systematically reviews potential risks that companies face from climate change and potential carbon regulation, and market factors forcing businesses to take action, whether they want to or not. In *Making Sustainability Stick*, Wilhelm provides a complete, up-to-date blueprint for successfully and profitably integrating sustainability throughout your business. Wilhelm organizes his plan into easy-to-digest chapters, with action steps backed up from his extensive real-life consulting experience and candid interviews with 40+ directors of Sustainability or Corporate Social Responsibility (CSR). He provides a step-by-step roadmap realizing the benefits of sustainability by engaging the head, heart, and hands of your employees... a checklist for implementation... powerful tips on regaining lost momentum... and specific resources and exercises for overcoming the most common barriers towards implementation. Whatever your role in business sustainability, this collection will help you perform better on all the metrics you care about. From world-renowned business sustainability expert Kevin Wilhelm

Intangible Value: Case Studies for How Arts & Sports Can Lead to Business Success - Kevin Wilhelm 2017-01-13

Success stories from the authors' careers and how they attribute it to a life of arts and sports.

Sustainable Business - Peter A. Soyka 2014-06-30

A new collection of realistic, proven best practices for implementing sustainability and making it stick... 4 authoritative books, in a convenient e-format, at a great price! 4 authoritative Books show how to transform business sustainability from idea to profitable reality: Understanding the value of sustainability is one thing: successfully implementing it in your business is another. Good intentions aren't enough: you need excellence in implementation. In this unique 4 eBook package, world-class experts focus on the nitty-gritty and the nuts-and-bolts of successful business sustainability: what it takes to make it work, build on success, and keep moving forward. In *Creating a Sustainable Organization: Approaches for Enhancing Corporate Value through Sustainability*, Peter A. Soyka helps you choose the right strategies, and then manage and measure them well. Bridging the worlds of the sustainability professional and the investor/analyst, Soyka reveals what the evidence says about linkages between sustainability and value... how to effectively manage sustainability throughout the business... how to manage key investor and stakeholder relationships, and much more. Next, in *Return on Sustainability: How Business Can Increase Profitability and Address Climate Change in an Uncertain Economy*, Kevin Wilhelm reviews today's best practices for capitalizing on the business opportunities presented by climate change. Wilhelm helps you make the business case by identifying key climate-related business risks that will require your company to act whether it wants to or not. He presents real-world case studies of firms ranging from Yakima to Lockheed Martin, demonstrating how enterprises have significantly improved business performance by improving climate performance -- and offering practical strategies, techniques, and lessons from their experiences. Then, in *Making Sustainability Stick: The Blueprint for Successful Implementation*, Wilhelm offers a complete, up-to-date blueprint for successfully and profitably integrating sustainability across your enterprise. Wilhelm organizes his plan into easy-to-digest chapters, with action steps backed up from his extensive real-life consulting experience and candid interviews with 40+ directors of Sustainability or Corporate Social Responsibility (CSR). He provides a step-by-step roadmap for realizing the benefits of sustainability by fully engaging employees... a checklist for implementation... powerful tips on regaining lost momentum... and specific resources and exercises for overcoming common obstacles. Finally, in *Financial Times Briefings: Sustainable Business*, Brian Clegg delivers concise, practical, and actionable advice for integrating sustainability throughout your business in ways that improve both the environment and your bottom line. Organized to deliver fast and realistic solutions, this FT Briefing presents targeted strategies, detailed tactics, real cases, crucial consensus-building techniques, effective metrics, proven executive interventions, and more. Whatever your role in executing on business sustainability, this collection will help you achieve outstanding results -- environmental and financial. From world-renowned business sustainability experts Peter A. Soyka, Kevin Wilhelm, and Brian Clegg

Organizing for Sustainability - Jan Jonker 2021

This upper-level Open Access textbook aims to educate students and

professionals on how to develop business models that have a positive impact on people, society, and the social and ecological environment. It explores a different view of how to organize value creation, from a focus on an almost exclusively monetary value creation to one that creates positive impact through multiple values. The book offers students and entrepreneurs a structured approach based through the Business Model Template (BMT). It consists of three stages and ten building blocks to facilitate the development of a business model. Users, be they students or practitioners, need to choose from one of the three offered business model archetypes, namely the platform, community, or circular business models. Each archetype offers a dedicated logic for value creation. The book can be used to develop a business model from scratch (turning an idea into a working prototype) or to transform an existing business model into one of the three archetypes. Throughout the book extra sources, links to relevant online video clips, assignments and literature are offered to facilitate the development process. This book will be of interest to students studying the development of business models, sustainable management, innovation, and value creation. It will also be of interest executives, and professionals such as consultants or social entrepreneurs seeking further education.--

Green Giants - E. Williams 2015-08-12

What do Brazil's top beauty brand, America's second-fastest-growing restaurant chain, and the world's third bestselling car have in common--besides achieving enormous success with revenue in the tens of billions? They are doing it all while holding to their convictions of implementing sustainable principles that help consumers live better lives. But they aren't the only ones. Green Giants examines nine companies--including Chipotle, Toyota, Unilever, Tesla, General Electric, and more--who have established the blueprint for sustainable success that anyone can follow. Author Freya Williams, an early pioneer of the modern sustainable business movement, discovered six factors responsible for the overwhelming success of these nine socially responsible companies: The Iconoclastic Leader Disruptive Innovation A Higher Purpose Built In, Not Bolted On Mainstream Appeal New Behavioral Contract Packed with eye-opening research, exclusive interviews, and enlightening examples, Green Giants serves as your blueprint for merging wild profitability with social responsibility.

Changing Business from the Inside Out - Tim Mohin 2012-07-02

The BP oil spill, the 2008 global financial collapse, and revelations of scandalous working conditions at Chinese electronics supplier Foxconn show why so many are suspicious of promises of corporate responsibility. But slowly and fitfully, corporations are changing. It's not just because of the high cost of making amends and a fear of negative publicity. Consumers are demanding better corporate behavior, and an increasing number of executives are eager to make their organizations more of a force for good. But corporations can't act in responsible ways if no "treehuggers" are working inside the system to lead the effort. For more than two decades, Timothy J. Mohin has worked to improve working conditions, clean up factories, and battle climate change--all while being employed by some of the biggest companies in the world. In Changing Business from the Inside Out he's written the first practical, authoritative insider's guide to creating a career in corporate responsibility. Mohin describes how to get started and what the day-to-day experience of being "the designated driver at the corporate cocktail party" is really like. He recounts colorful case studies from his own career, provides advice on how CSR workers can have greater impact, and even looks into how employees in other corporate functions can make a difference. He details the programs and processes needed to support a comprehensive CSR effort, but perhaps most importantly, he identifies the personal and professional skills needed to navigate corporate politics and get buy-in from sometimes skeptical colleagues. With more than 80 percent of the Fortune 500 now publishing "sustainability reports," a new career path has been forged in corporate responsibility. From strategy to data mining to supply chains and communication, this book is the "operator's manual" for this new career path.

Emergent - Stephen Scott Johnson 2017-07-07

Traditional hierarchical structures are falling - is your organisation ready? Emergent provides a handbook for navigating - and thriving in - the new cultural paradigm. More than a simple DIY for change, this book empowers organisations to diagnose change risk, address current shortcomings and adapt to the increasing current away from hierarchies to autonomous and interdependent networks. Unguided, most fail in their attempt; this shift exposes huge skills deficits, a lack of engagement, lack of value and meaning, market reach, penetration and more. Here, a twenty-year veteran of brand and culture transformation

outlines a unique governance framework and blueprint for implementing and co-creating your own cultural shift. Methodologies from crowdsourcing and social movements are adopted as tools for initiating change and creating cultural cohesion around a higher purpose, and essential skills and tools help equip organisations and individuals for the emergent future. Today's workplace demands are creating extraordinary challenges for organisations; power is shifting, and the spotlight has forced businesses to engage with stakeholders in more meaningful ways, and to acknowledge a need for radical 'humanization' of the workplace. To drive successful change you need to spark a movement. This book provides a way forward through the transition, with expert guidance and a clear, actionable framework for implementation. Adopt a unique governance framework for culture transformation Energise, mobilise and catalyse change, innovation and growth Address skills deficits, values misalignment, failed engagement and more Ignite your organisation's purpose and forge sustainability for the future The demand for greater values alignment, autonomy and individual empowerment - fuelled by technology and increasing interdependencies - is bringing down the traditional power structure. The question is: what moves into its place? A strong organisational culture is the difference between surviving and thriving in the marketplace. Emergent provides a practical blueprint for transformation to help your organisation navigate the shift successfully. [Drive Growth Through Sustainable Business Practices \(Collection\)](#) - Kevin Wilhelm 2013-11-25

A brand new collection of best practices for growing businesses and profits through sustainability... 3 authoritative books, now in a convenient e-format, at a great price! 3 authoritative books deliver world-class insights, methodologies, and strategies for accelerating business growth through sustainability Sustainability isn't just good for the environment: it can be a powerful driver of business growth and profitability. In this unique 3 eBook package, three world-class experts show you how great companies are improving performance by increasing sustainability. In Creating a Sustainable Organization, Peter A. Soyka helps you choose the right strategies, and then manage and measure them well. Bridging the worlds of the sustainability professional and the investor/analyst, Soyka reveals what the evidence says about linkages between sustainability and value... how to effectively manage sustainability throughout the business... how to manage key investor and stakeholder relationships, and much more. Next, in Making Sustainability Stick, Kevin Wilhelm provides a complete, up-to-date blueprint for successfully and profitably integrating sustainability across the enterprise. Wilhelm organizes his plan into easy-to-digest chapters, with action steps backed up from his extensive real-life consulting experience and candid interviews with 40+ directors of Sustainability or Corporate Social Responsibility (CSR). He provides a step-by-step roadmap for realizing the benefits of sustainability by fully engaging employees... a checklist for implementation... powerful tips on regaining lost momentum... and specific resources and exercises for overcoming common obstacles to implementation. Finally, in Better Green Business, Dr. Eric G. Olson brings together practical insights and start-to-finish strategies for moving any enterprise to a higher level of environmental stewardship. Drawing on extensive experience, Olson shows how to systematically drive "win-win-win" gains: growing top-line revenue, helping customers increase efficiency, and improving the environment. He introduces powerful methodologies and technologies for increasing operational efficiency and reducing waste, including IBM's impactful Green Sigma™ approach. You'll find new ways to drive value by "instrumenting the planet," and discover the technologies that now make this possible. Olson concludes by identifying long-term trends that make "green business" approaches increasingly indispensable. Whatever your role in optimizing business sustainability and value, this collection will help you build support, execute effectively, and get results. From world-renowned business sustainability experts Peter A. Soyka, Kevin Wilhelm, and Eric G. Olson

Return on Sustainability - Kevin Wilhelm 2013-04-24

This book highlights the risk of inaction for businesses when it comes to climate change, but also contains best practices to allow them to capitalize on the numerous business opportunities that climate change presents, including increased profitability, enhanced brand value, and improved shareholder relations. The first section contains practical actions and real-world case studies of companies, such as Yakima, Sun Microsystems, and Lockheed Martin, that have successfully improved their climate performances, enhanced brand value, and increased profitability at the same time. The second and third sections of this book focus on the various risks that companies face from potential carbon

regulation and the market factors forcing businesses to take action, whether they want to or not. This book provides the steps and strategies necessary to take leadership actions to help business "future-proof" society.

Gloom to Boom - Andrea Bonime-Blanc 2019-10-16

Leaders - whether in business, government or the nonprofit sector - take risks but often without fully understanding risk at a strategic level. Expanding upon the well-known "ESG" risks, this book explains the key nonfinancial (environmental, social, governance and technological or ESGT) risks. For many leaders (including board members), taking risk without knowledge or preparation can lead to organizational crisis, scandal and value destruction. For those who are prepared, resilience follows and so does the ability to transform ESGT risk into opportunity and value for stakeholders. In this book, global governance, risk, ethics and cyber strategist, author and board member, Andrea Bonime-Blanc, shows practitioners at all levels how to effectively identify and manage their top ESGT risks to avoid crises and transform risk into sustainable long-term resilience and value. Gloom to Boom is a book for everyone - from the highest levels of leadership in an organization (the board, CEO and C-suite), to other senior leaders (the chief risk officer, CFO, general counsel, head of CSR and sustainability, CISO, CHRO), and midlevel leaders, students and folks simply interested in current affairs and the role and impact of strategic risk and opportunity on their lives.

Metrics for Sustainable Business - Scott R. Herriott 2016-02-19

Metrics for Sustainable Business is the first book to give students a comprehensive understanding of sustainability in organizations from an accounting perspective. The book walks student through the steps for doing a sustainability assessment, and aims to develop them into financial analysts who understand sustainability reports, and are able to create or audit them. While most books focus on environmental issues, Herriott trains his gaze on the corporate and institutional perspective, covering measurement systems, how to evaluate and improve a standard, and conducting a life cycle assessment. Walking students through the programs of disclosure, the varying standards for corporate ratings, and organizational certification, allows them to grasp the tools for conducting a sustainability assessment and auditing reports. Chapters on accounting for greenhouse gas emissions, water use, and waste introduce students to the technical details in sustainability accounting, while a chapter on the philosophies of sustainability offers an answer to the question, "Why are they asking us to report that?" Richly demonstrated with practical examples and informative visuals, this book will serve students of sustainability, accounting, and integrated reporting.

Principles of Sustainable Finance - Dirk Schoenmaker 2019

Combining theory, empirical data, and policy this book provides a fresh analysis of sustainable finance. It explains the sustainability challenges for corporate investment and shows how finance can steer funding to certain companies and projects without sacrificing return, speeding up the transition to a sustainable economy.

Let My People Go Surfing - Yvon Chouinard 2016-09-06

"Wonderful . . . a moving autobiography, the story of a unique business, and a detailed blueprint for hope." —Jared Diamond, Pulitzer Prize-winning author of *Guns, Germs, and Steel* In this 10th anniversary edition, Yvon Chouinard—legendary climber, businessman, environmentalist, and founder of Patagonia, Inc.—shares the persistence and courage that have gone into being head of one of the most respected and environmentally responsible companies on earth. From his youth as the son of a French Canadian handyman to the thrilling, ambitious climbing expeditions that inspired his innovative designs for the sport's equipment, *Let My People Go Surfing* is the story of a man who brought doing good and having grand adventures into the heart of his business life—a book that will deeply affect entrepreneurs and outdoor enthusiasts alike.

Small Actions, Big Difference - CB Bhattacharya 2019-10-11

Despite dire warnings about global warming, carbon emissions by the world's largest companies are increasing and only a few companies have strategies for managing carbon emissions and water resources. So what separates the best from the rest? In one word, the answer is ownership: companies that are winning at sustainability have created the conditions for their stakeholders to own sustainability and reap the benefits that come with deeper experience with and ownership of social and environmental issues: a happier, more productive workforce, increased customer loyalty, higher stock valuations, and greater long-term profits. Based on interviews with 25 global multinational corporations as well as employees, middle managers, and senior leaders across multiple sectors, this is the first book to connect sustainability to the theory and principles

of psychological ownership and to propose a succinct, easy-to-digest model for managerial use.

How to Talk to the Other Side - Kevin Wilhelm 2020-05

The Big Pivot - Andrew S. Winston 2014-03-11

We live in a fundamentally changed world. It's time for your approach to strategy to change, too. The evidence is all around us. Extreme weather, driven by climate change, is shattering records all over the planet. Our natural resources are in greater demand than ever before as a billion more people enter the global middle class, wanting more of everything. Radical transparency is opening up company operations and supply chains to public scrutiny. This is not some futuristic scenario or model to debate, but today's reality. We've passed an economic tipping point. A weakening of the foundations of our planetary infrastructure is costing businesses dearly and putting our society at risk. The mega challenges of climate change, scarcity, and radical transparency threaten our ability to run an expanding global economy and are profoundly changing "business as usual." But they also offer unprecedented opportunities: multi-trillion-dollar markets are in play, and the winners of this new game will profit mightily. According to Andrew Winston, bestselling author (*Green to Gold*) and globally recognized business strategist, the way companies currently operate will not allow them to keep up with the current—and future—rate of change. They need to make the Big Pivot. In this indispensable new book, Winston provides ten crucial strategies for leaders and companies ready to move boldly forward and win in this new reality. With concrete advice and tactics, and new stories from companies like British Telecom, Diageo, Dow, Ford, Nike, Unilever, Walmart, and many others, *The Big Pivot* will help you, and all of us, create more resilient businesses and a more prosperous world. This book is the blueprint to get you started.

Made to Stick - Chip Heath 2007-01-02

NEW YORK TIMES BESTSELLER • The instant classic about why some ideas thrive, why others die, and how to make your ideas stick. "Anyone interested in influencing others—to buy, to vote, to learn, to diet, to give to charity or to start a revolution—can learn from this book."—The Washington Post Mark Twain once observed, "A lie can get halfway around the world before the truth can even get its boots on." His observation rings true: Urban legends, conspiracy theories, and bogus news stories circulate effortlessly. Meanwhile, people with important ideas—entrepreneurs, teachers, politicians, and journalists—struggle to make them "stick." In *Made to Stick*, Chip and Dan Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier, such as applying the human scale principle, using the Velcro Theory of Memory, and creating curiosity gaps. Along the way, we discover that sticky messages of all kinds—from the infamous "kidney theft ring" hoax to a coach's lessons on sportsmanship to a vision for a new product at Sony—draw their power from the same six traits. *Made to Stick* will transform the way you communicate. It's a fast-paced tour of success stories (and failures): the Nobel Prize-winning scientist who drank a glass of bacteria to prove a point about stomach ulcers; the charities who make use of the Mother Teresa Effect; the elementary-school teacher whose simulation actually prevented racial prejudice. Provocative, eye-opening, and often surprisingly funny, *Made to Stick* shows us the vital principles of winning ideas—and tells us how we can apply these rules to making our own messages stick.

Profit First - Mike Michalowicz 2017-02-21

Author of cult classics *The Pumpkin Plan* and *The Toilet Paper Entrepreneur* offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses = Profit. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales - Profit = Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, readers will learn that: · Following 4 simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances. · A small, profitable business can be worth much more than a large business surviving on its top line. · Businesses that attain early and sustained profitability have a better shot at achieving long-term growth. With dozens of case studies, practical, step-by-step advice, and his signature sense of humor, Michalowicz has

the game-changing roadmap for any entrepreneur to make money they always dreamed of.

Environmental Life Cycle Assessment (Open Access) - Olivier Joliet 2015-11-18

Environmental Life Cycle Assessment is a pivotal guide to identifying environmental problems and reducing related impacts for companies and organizations in need of life cycle assessment (LCA). LCA, a unique sustainability tool, provides a framework that addresses a growing demand for practical technological solutions. Detailing each phase of the LCA methodology, this textbook covers the historical development of LCA, presents the general principles and characteristics of LCA, and outlines the corresponding standards for good practice determined by the International Organization for Standardization. It also explains how to identify the critical aspects of an LCA, provides detailed examples of LCA analysis and applications, and includes illustrated problems and solutions with concrete examples from water management, electronics, packaging, automotive, and other industries. In addition, readers will learn how to: Use consistent criteria to realize and evaluate an LCA independently of individual interests Understand the LCA methodology and become familiar with existing databases and methods based on the latest results of international research Analyze and critique a completed LCA Apply LCA methodology to simple case studies Geared toward graduate and undergraduate students studying environmental science and industrial ecology, as well as practicing environmental engineers, and sustainability professionals who want to teach themselves LCA good practices, Environmental Life Cycle Assessment demonstrates how to conduct environmental assessments for products throughout their life cycles. It presents existing methods and recent developments in the growing field of LCA and systematically covers goal and system definition, life cycle inventory, life cycle impact assessment, and interpretation.

Leading Sustainable Change - Rebecca Henderson 2015

The business case for acting sustainably is becoming increasingly compelling - reducing our global footprint to sustainable levels is the defining issue of our times and it is one that can only be addressed with the active participation of the private sector. However, persuading well-established organizations to act in new ways is never easy. This book is designed to support business leaders and organizational scholars who are grappling with this challenge by pulling together leading edge insights from some of the world's best researchers as to how organizational change in general - and sustainable change in particular - can be most effectively managed. The book begins by laying out the economic case for change, while subsequent chapters describe how leaders at firms such as Du Pont, IBM and Cemex have transformed their organizations, exploring issues such as the role of the senior team and the ways in which firms shift their identities, build innovative cultures and processes, and begin to change the world around them. Business leaders will find the book a source of both powerful examples and immediately actionable ideas, while scholars will be deeply intrigued by the insights that emerge from the cross-cutting exploration of one of the toughest challenges our society has ever faced.

Enough Is Enough - Rob Dietz 2013

This powerful book sets out arguments and an agenda of policy proposals for achieving a sustainable and prosperous, but non-growing economy, also known as a steady-state economy. The authors describe a plan for solving the major social and environmental problems which face us today on a finite planet with a rapidly growing population.

Sustainable Energy--without the Hot Air - David J. C. MacKay 2009 Provides an overview of the sustainable energy crisis that is threatening the world's natural resources, explaining how energy consumption is estimated and how those numbers have been skewed by various factors and discussing alternate forms of energy that can and should be used.

The Blueprint - Daniel Rirdan 2012

From climate change to land degradation to fossil fuel shortages, we are faced with an impending calamity that threatens to bankrupt the planetary ecosystem and with it much of the manmade world. This book offers a plan that truly goes the distance: a highly detailed, planetary-wide blueprint that lays out a new course for our technological and industrial engines. It calls for sweeping adjustments in the way every person thinks and lives.--Inside front cover.

Strategic Communication for Sustainable Organizations - Myria Allen 2015-07-16

This is a seminal book for anyone who wants to understand, shape or study the communication surrounding sustainability in their interactions with colleagues, employees, supply chain partners and external stakeholders. It develops essential insights on the basis of an extensive review of relevant theories and research drawn from multiple disciplines. Interview data gathered from organization members who are currently communicating about sustainability in their cities, universities, nongovernmental organizations, small businesses and large for-profit organizations provide valuable insights from a practitioner's perspective. The interviewees represent organizations such as the Portland Trailblazers, Tyson Foods, the City and County of Denver and the Natural Resources Defense Council. Theory, research and interview comments combine in a reader-friendly way to provide practical insights and stimulate future research.

Blueprint 1 - David Pearce 2013-10-31

This report has been prepared by the London Environmental Economics Centre (LEEC). LEEC is a joint venture, established in 1988, by the International Institute for Environment and Development (IIED) and the department of Economics of University College London (UCL). Popularly known as The Pearce Report, this book is a report prepared for the Department of the Environment. It demonstrates the ways in which elements in our environment at present under threat from many forms of pollution can be costed. The book goes on to show ways in which governments are able, as a consequence of this analysis, to construct systems of taxation which would both reduce pollution by making it too costly and generate revenue for cleaning up much of the damage. The book ends with a series of skeleton programmes for progress.

Plan B 3.0: Mobilizing to Save Civilization - Lester R. Brown 2008

Provides alternative solutions to such global problems as population control, emerging water shortages, eroding soil, and global warming, outlining a detailed survival strategy for the civilization of the future.

Sustainability Jobs: The Complete Guide to Landing Your Dream Green Job - Kevin Wilhelm 2016-10-06

Sustainable Jobs is chock full of practical tools to rapidly accelerate your job search. It includes tips and suggestions from 26 of the top Sustainability Masters in this space. This book includes: How to Start Your Search, Nailing Your Elevator Pitch, Tailoring Your Resume, Personal Branding and Network Building, Interviewing Ins & Outs, Top Job Sites, Where to Look and Worksheets to Get you Started Today!

The New Grand Strategy - Mark Mykleby 2016-06-14

The New Grand Strategy tells the story of a plan, born within the Pentagon, to recapture America's greatness at home and abroad by elevating sustainability as our new strategic imperative. It aligns our enduring national interests of prosperity and security with a new framework that addresses pressing economic, social, and environmental issues at home, tapping into a trillion-dollar market demand for walkable communities, regenerative agriculture and resource productivity. It is an inspiring vision of what's possible when Americans hold a collective view of the future and come together to bring it to reality. This is no idealistic pipe dream or wonky policy prescription. The story that unfolds in this book weaves together hard-nosed economic analysis, a clear-eyed study of demographic and societal shifts, the realities of climate change and resource scarcity, a risk-based assessment of America's challenges and opportunities, and on-the-ground reporting of how much this is already unfolding throughout the country. By rediscovering the power and discipline of grand strategy—and taking responsibility for our future—America can reimagine the American dream and once again take on “the cause of all mankind.” Released during one of America's most divisive presidential election campaigns, The New Grand Strategy avoids the partisan rhetoric dividing our nation today. Instead of placing blame, it offers a clear, pragmatic plan that can unite Americans and launch a new era of prosperity and security.

Rules & Tools for Leaders - Perry M. Smith 2002

From hiring, firing and promoting to responding to major corporate crises, from day-to-day encounters to long-range strategic planning, Perry covers virtually every aspect of leadership and provides the means to get the job done-and done well.