

# Sustainability as Business Advantage

Sustainability is now core business, not just about compliance, but one of the best opportunities for business to innovate and grow in new ways that drive profitability and positive impact.

# Sustainability as Business Advantage

## Objective:

Embracing sustainability as a core business activity, rather than as peripheral CSR activities to be compliant or mitigate negative impacts. Making sustainability a driver of competitive advantage, of profitable growth, and positive impact.

## Audience:

Business leaders and managers who seek to embrace sustainability as a core driver of business growth – as a catalyst for innovation, to engage people more deeply, and for business to become a platform for good in the world.

## Outcomes:

At the end of the program, participants will:

- Transform your approach to sustainability from one of compliance (ECG), and reducing risks, to a source of differentiation and value creation.
- Explore the many facets of sustainability – from climate change and resource usage, to social inequality and wellbeing.
- Build a circular framework for sustainable thinking – taking a systemic view, and shifting from net zero to net positive.
- Spark new innovations that enable you and your customers to create a better future, combining purpose and profit, innovation and impact.

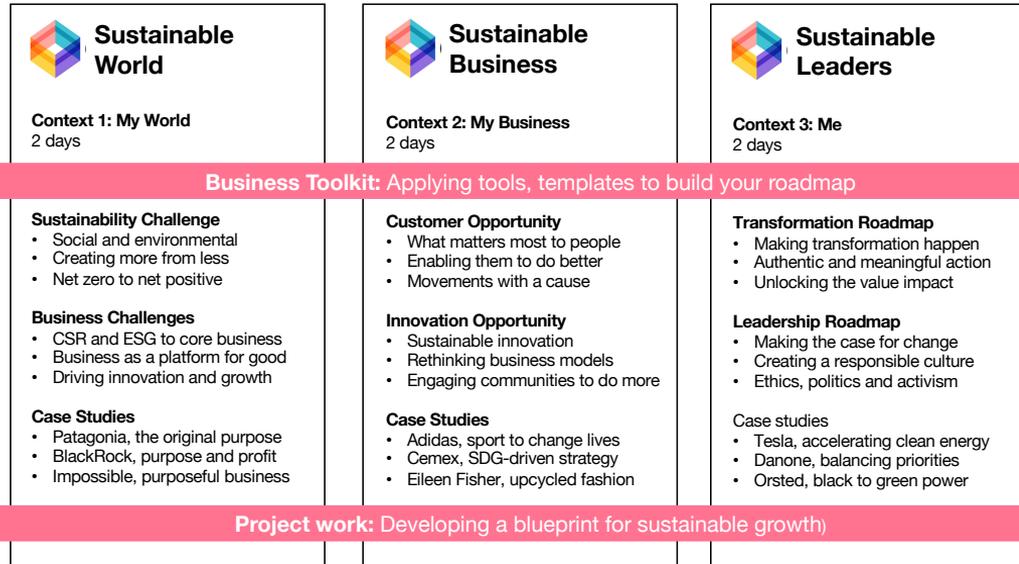
# Sustainability as Business Advantage

Typical structure, which can be customised to your audiences and needs:

Typically 6 days, built around 3 2 day modules, depending on the depth of exploration, with three essential contexts:

- Global
- Business
- Personal

Including project work to develop new sustainable blueprints for growth in your business.



# Sustainability as Business Advantage

## *Sustainable World*

### *Context 1*

- Today's world is not sustainable – the challenges of today's world, and why it limits the future potential of business – unless we change.
- The evolution of sustainable thinking, from an inconvenient truth to a race to save the planet – the 17 SDGs and a \$15 trillion business opportunity.
- Doughnut thinking, to minimise the negatives and maximise the positives, to live and grow within our means, in smarter ways.
- Deep dives into the world's most innovative companies, from Patagonia's mission to save Planet Earth, to Adidas' oceans and Cemex's cities.

## *Sustainable Business*

### *Context 2*

- Starting from the customer perspective – changing attitudes and behaviours, perceptions and priorities – making sustainability desirable and valuable.
- Building circular, sustainable business models – reinventing the systems by which resources are used, and businesses transact and grow.
- Sustainable innovation as the driving force of better practices, the provocation of damage to inspire better.
- Deep dives into the world's most innovative companies, including Impossible's food revolution, Vestas in energy, Narayana in healthcare.

# Sustainability as Business Advantage

## *Sustainable Leaders*

Context 3

- Considering the challenge from BlackRock, to put purpose before profit, to accelerate growth by doing better for the world.
- Exploring how businesses can be platforms that enable people to be good., to do more themselves, and collectively amplify the impact
- How sustainable businesses outperform others, attract more investment, better talent, more customers, and become more profitable.
- Deep dives into the world's most innovative companies, including Chobani yogurt, Bolt Thread's spider silk, Syngenta's good growth.

## *Sustainable Business Toolkit*

Toolkit

- This unique toolkit brings together a wide range of specific tools to help you apply and implement in the right way in your business.
- It includes interactive tools such as
  - Circular Economic Map
  - Doughnut Growth
  - SDG Fit to Business
  - ESG and Sustainability KPIs
- Our expert faculty then work with you during the program to develop real and practical solutions to take away and implement, and also the toolkit for you to use ongoing with your own teams.

# Sustainability as Business Advantage

Participants benefit from a rich learning experience which is enhanced by a diversity of additional resources:

- Online business simulation, in which they work with others to drive transformation in a real way.
- New and topical case studies about the most interesting companies around the world right now.
- A practical toolkit to use in parallel which helps them apply the ideas to their own business.
- Access to over 250 useful articles, research reports and more, as useful background reading

and the people who they will work alongside:

- Expert academic faculty from around the world bringing new insights, fresh perspectives, and best practices.
- Learning from their colleagues, typically all from different industries, and building a network for life.



**GlobalXED™**  
Global Executive Education  
& Development Network

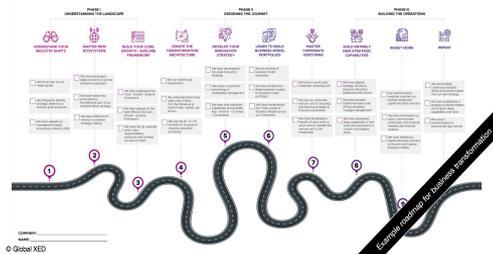
## Useful links:

- [www.globalxed.com](http://www.globalxed.com)
- Connect with us on LinkedIn - [HERE](#)
- Get in touch: [contact@globalxed.com](mailto:contact@globalxed.com)
- Sign up for Newsletter - [HERE](#)

# Sustainability as Business Advantage

.... bringing together a broad range of ideas and insights, tools and templates, applied to participants' individual business challenges ...

## Roadmaps and transformational projects



## Inspiration from global leaders



## Insights from leading businesses

