



## OVERVIEW

# SURVEY OF SUSTAINABILITY CULTURE



### STRATEGIC ALIGNMENT

The world, and the role of companies operating in it, is changing. From the Business Round table to the World Economic Forum, social purpose and corporate sustainability have moved front and center: The companies that will succeed in the future are those that solve pressing social and environmental problems through the business. Simply paying lip service through social responsibility or philanthropic initiatives will not be enough. This may mean wholesale transformation – transformation of your corporate purpose, values, goals, strategies, capabilities, rewards, and incentives.



### MERGER & ACQUISITION

To help you think through this change, we have developed the Transformational Sustainability "House" (see Figure 1). This framework was created in partnership with Dr. Stuart Hart, one of the world's top authorities on environmental and social implications for business strategy. The "House" defines the culture of sustainability with five key pillars: Purpose, Values, Aspirations & Quests, Goals & Metrics, and Rewards & Incentives.



### TRANSFORMATION & TURNAROUND

The Survey of Sustainability Culture provides a quick snapshot of the extent to which people in the company – from senior executives to line employees – see sustainability as embedded in your core purpose and focus. Has leadership successfully created a culture where people see solving social and environmental problems as the reason the company exists?



### TALENT MANAGEMENT

Once this assessment is made, we can help your organization explore actual strategies being deployed to realize your vision for sustainability: Structure & Governance, Experiments & Initiatives, Technology & Capabilities, and Partners & Platforms.

The Survey of Sustainability Culture provides the first step in this journey.



