## **Sustainability ... A Competitive Advantage**

## PEOPLE/PROCESS Innovation Preventing problems Speed **PROCESS** • Understand Sustainability Vision Departmental mentality Support structure **PEOPLE** • Interdepartmental teams Variation Collaboration • Reactive management Tool kit mentality Employee Loyalty Solving problems Self interest • Fire fighting Lacking strategic focus **SUSTAINABILITY** • Long-term growth • Systems Thinking PEOPLE/ Profitability **ENVIRONMENT** Customer Loyalty • Employee engagement • Public communication Stewardship and reporting PROCESS/ENVIRONMENT Proactiveness Sustainability is viewed Alignment as an integral part of what • Effective with supply chain makes an organization profitable Systems Thinking **ENVIRONMENTAL** Compliance Considered an expense Non-competitive • Program du jour