



The Business Imperative for Sustainable Growth

How to leverage sustainability for profit and innovation

Sustainability goes beyond corporate social responsibility, philanthropy and saving the whales. Businesses designed for sustainable growth don't merely manage environmental and social issues; they leverage these challenges to find strategic opportunities for profitable growth. Our world has entered a new frontier where sustainability drives innovation and change in ways as powerful as those of the information age and industrial revolution. Mega trends - population growth, environmental degradation, social issues, globalization, regulatory shifts and stakeholder influence are converging to fundamentally shift every aspect of how we live and work. Market forces are rapidly moving toward a tipping point where sustainability impacts strategy, innovation and profitability, taking organizations into new territory. Learn how smart companies are growing sustainably by finding new ways to make and save money, create better products and services, enter new markets, boost brand image and attract and retain top talent.

Benefits of Attending this Workshop:

In attending this workshop you will:

- Understand how mega-trends are creating a compelling business case for change
- Learn how industry leaders are gaining competitive advantage through sustainable growth strategies
- Explore *The Journey to Sustainable Prosperity* and consider how it applies to your business
- Discuss next steps to further integrate sustainability into your strategy, culture and business model
- Discover ideas you can implement right away

Workshop information:

- Length:** A half-day
(Shorter versions are available for breakfast, lunch or dinner meetings or conference sessions)
- Audience:** Executives and leaders who want to learn how to capitalize on sustainable growth
Organization-wide presentations to raise awareness, educate and engage employees
Professional association or conference attendees who want to learn more about sustainability
- Customization:** [Strategic Imperatives](#) will customize this workshop to meet your organization's needs, industry or the audience's current knowledge of sustainability.

Contact Strategic Imperatives to Arrange a Workshop for Your Organization:

Telephone: Atlanta: +1.770.667.2660 or New York +1.516.637.6095

Email: workshops@strategic-imperatives.com

To learn about other workshops and services, [call us](#) or visit our website at www.strategic-imperatives.com