Decoding Sustainability DNA
to deliver value and impact for all stakeholders

Employees
65%

Consumers
66%

Investors
28%

Be the organization every stakeholder wants you to be

Stakeholders are demanding more from business and leaders know it. Operating sustainably is no longer just an option. It’s a business imperative.

Performance of top quartile companies in our Sustainable Organization Index compared with the bottom quartile.

Strong Sustainability DNA results in greater financial value and ESG impact

By embedding stakeholder-centricity at the heart of organizational transformation, leaders can deliver value in all directions and realize the promise of stakeholder capitalism.

3 challenges and solutions to shape your sustainable organization

Relationships
Insight
Shared ownership

Human connections
Collective intelligence
Accountability at all levels

Strong, symbiotic relationships with stakeholders that build an understanding of what constitutes value across the ecosystem

Specific decision-making mechanisms that transform stakeholder perspectives into action

Organization-wide accountability for making responsible choices that elevate the delivery of broad-based stakeholder value

Sustainability DNA
The key to building human connections, collective intelligence and accountability at all levels.

Sustainability DNA is required to deliver value and impact.

These practices, systems and processes convert responsible leadership values into goals and tangible outcomes through stakeholder-centric behavioral change.

Active Resilience
Shapes workplaces and stakeholder experiences to build mental and physical resilience

Dynamic Ethics
Harvests emerging tech to solve problems without creating harmful side effects

Progressive Technology
Analyzes inputs, impacts and risks across multiple time horizons

Deep Metrics
Tangible Empathy

Upholds the rights and responsibilities of all stakeholders

Is consultative and cultivates listening by default

Embeds the organization’s purpose in all activity

Elevates good citizenship of Earth’s natural and human environment

Planetary Boundaries
Prepare people for the future world of work through targeted learning and development

Champions inclusion, diversity and equality inside the organization and beyond

Human Dignity
Learning Culture
Open Dialogue

Animated Purpose
Accountability at all levels

Collective Intelligence
Emotion & Intuition

Mission & Purpose
Technology & Innovation

Intellect & Insight
In
St
Te
Mi
Em
3 actions to drive change
Practical actions leadership teams can take to strengthen their Sustainability DNA and generate value for all stakeholders

Diagnose
Define
Develop

If energy of your organization is Sustainability DNA, then

diagnose vulnerabilities to develop a roadmap to growth

your needs to evaluate, develop and build

the strength of your organization’s Sustainability DNA.

Take the diagnostic to measure the strength of your organization’s Sustainability DNA

In collaboration with the World Economic Forum

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