Decoding Sustainability DNA
to deliver value and impact for all stakeholders

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.

Employees 65%
Some employees believe leaders should be responsible for helping their people weather the storm.

Consumers 66%
Able to make a true sustainability or ethical purchase can vastly improve brand loyalty.

Investors 28%
28% of surveyed investors plan to reduce their exposure to companies that fail to embrace sustainability.

3 challenges and solutions
to shape your sustainable organization

Relationships
Striving a great relational platform with stakeholders that builds on a deep understanding of their needs and desires.

Insight
Building a platform that embeds stakeholders needs in the decision making processes.

Shared ownership
Helps to cultivate wide ownership for operating sustainability.

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

Collective intelligence
Specific decision-making mechanisms that transform stakeholder perspectives into action.

Accountability at all levels
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.

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 actions to drive change
Practical actions leadership teams can take to strengthen their Sustainability DNA and generate value for all stakeholders

Diagnose
Identify what strengths and areas for improvement.

Define
Determine the vision for the future.

Develop
Develop capabilities and learn quickly.

Shaping the Sustainable Organization
accenture.com/sustainableorganization

In collaboration with the World Economic Forum

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