

TRENT ROMER

# *Six Step Journey to* Business Sustainability and Profitability

Authentic sustainable actions reduce waste, attract talent, lower cost, stay ahead of regulation, reduce investor risk, and drive innovation, all leading to higher profitability and resilience.

## How to Implement a Sustainable Program is Accomplished Through 6 Steps.

- ➔ **STEP 1**  
Gain stakeholder feedback to determine important sustainability issues.
- ➔ **STEPS 2 & 3**  
Rate & prioritize issues from step #1 through a materiality assessment.  
*(determine issues most important to stakeholders and the business)*
- ➔ **STEP 4**  
Take authentic actions to address priority issues.
- ➔ **STEP 5**  
Govern efforts to ensure authenticity of actions taken.
- ➔ **STEP 6**  
Communicate actions back to stakeholders.

*For a detailed worksheet to guide the process*, use the contact page on the website and ask for “step-by-step business sustainability worksheet.” You will get the full worksheet detailing each step sent to your inbox. The worksheet is a scaled down version of the process used by large publicly traded companies and is based on guidelines from the Sustainability Accounting Standards Board (SASB).

*While the worksheet will provide a good start, the two things most needed for long-lasting value creation in implementing sustainability as a strategy are:*

**Education** | Sustainability is not a “one size fits all” in application and is not static. A commitment to continuous sustainability awareness and education embeds sustainability as a primary strategy.

**Consistent Leadership** | The single most common attribute of companies who are successful in driving value through sustainability strategies is leadership. Strategic goal setting, key performance indicators (KPIs), board level follow-ups and a sustainability committee are all a means to integrate sustainability leadership into the organization.