

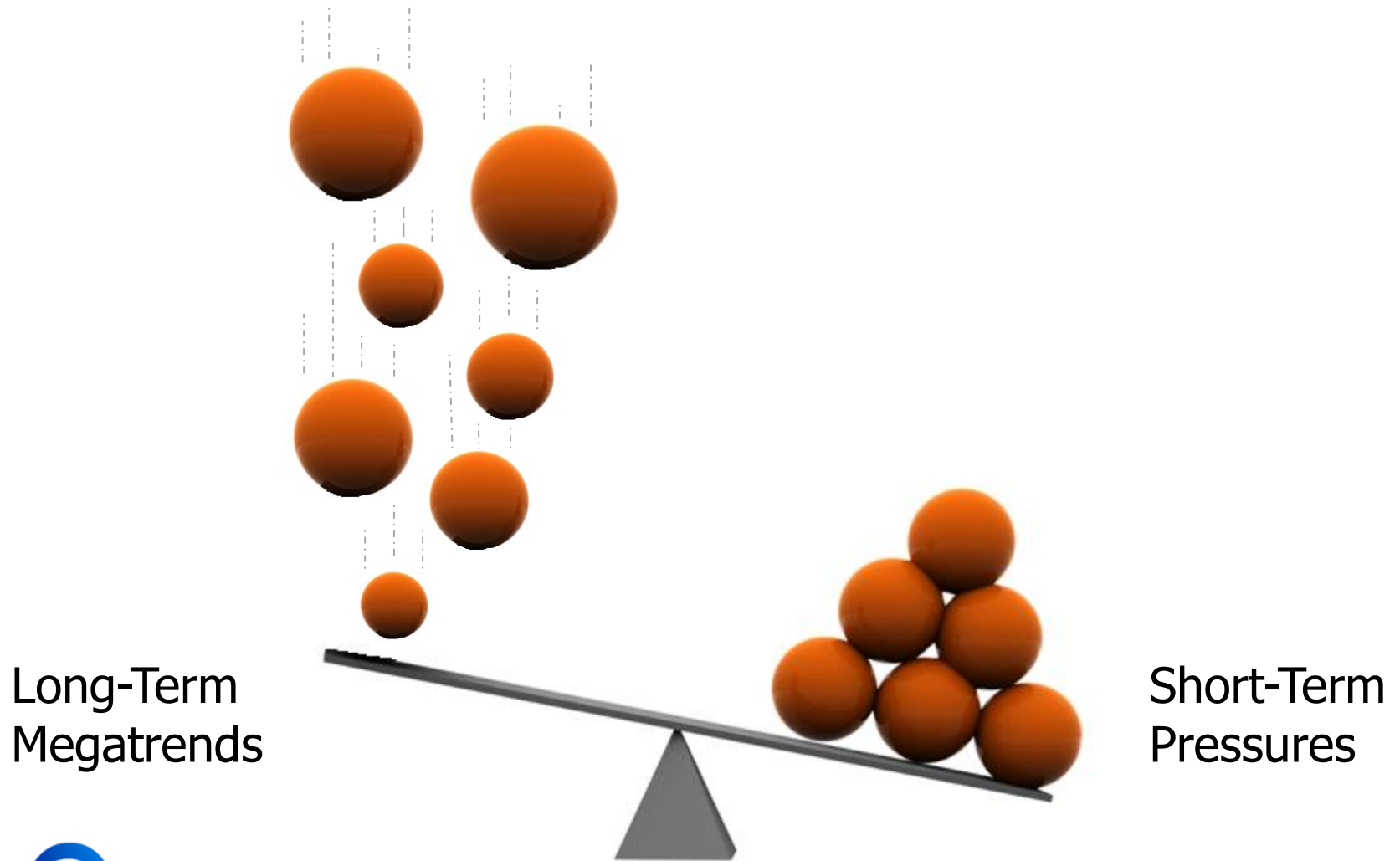
# Corporate Sustainable Responsibility:



WHAT IF IT'S  
A BIG HOAX AND  
WE CREATE A BETTER  
WORLD FOR NOTHING?

- ENERGY INDEPENDENCE
- PRESERVE RAINFORESTS
- SUSTAINABILITY
- GREEN JOBS
- LIVABLE CITIES
- RENEWABLES
- CLEAN WATER, AIR
- HEALTHY CHILDREN
- etc. etc.

# Where's your attention?

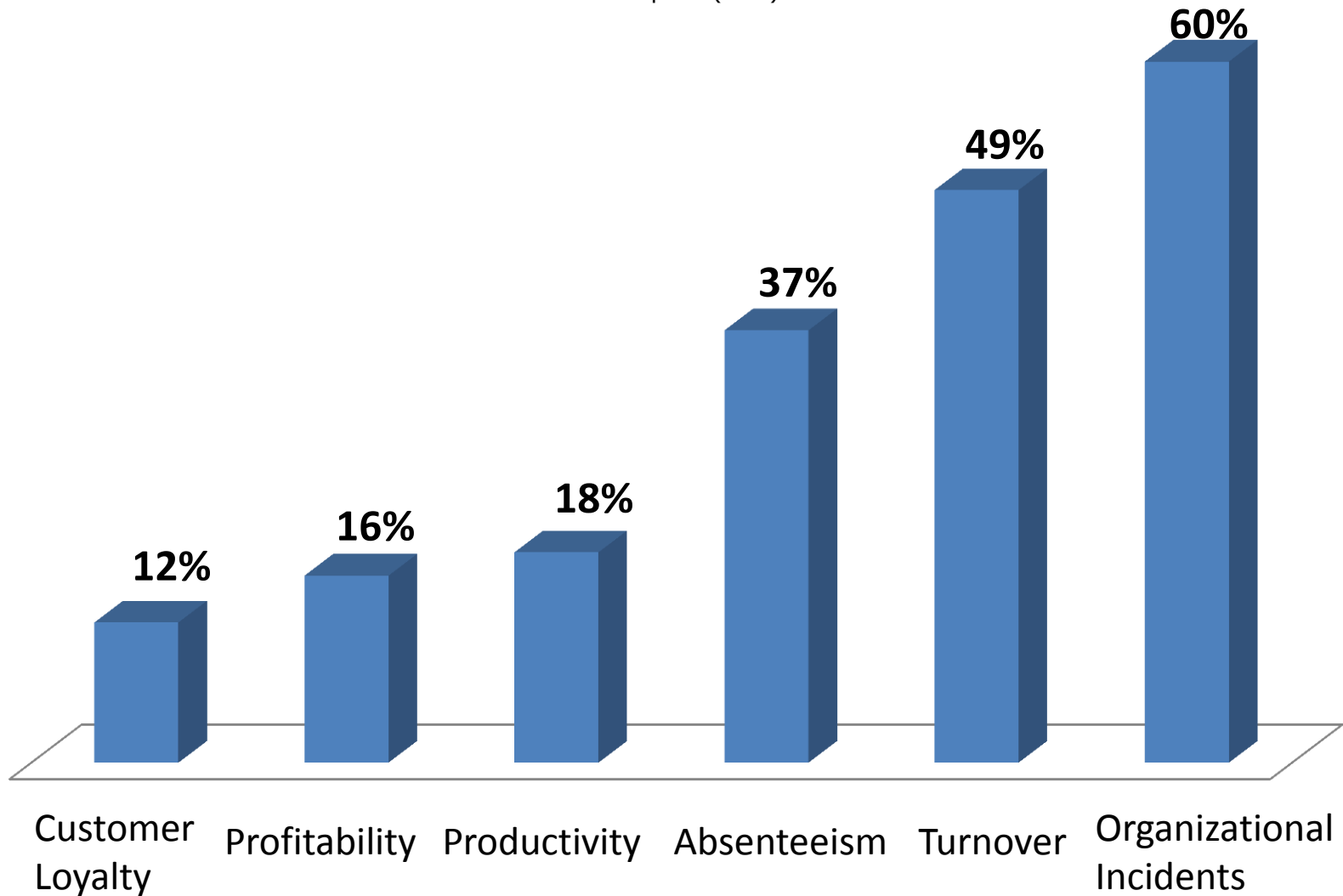


## Proposition #1

It is the human desire to carry forward an ever-advancing civilization that fuels the continuous growth of outward-focused, organizational responsibility.

# Employee Engagement at Work and Organizational Outcomes

Gallop Poll (2009)

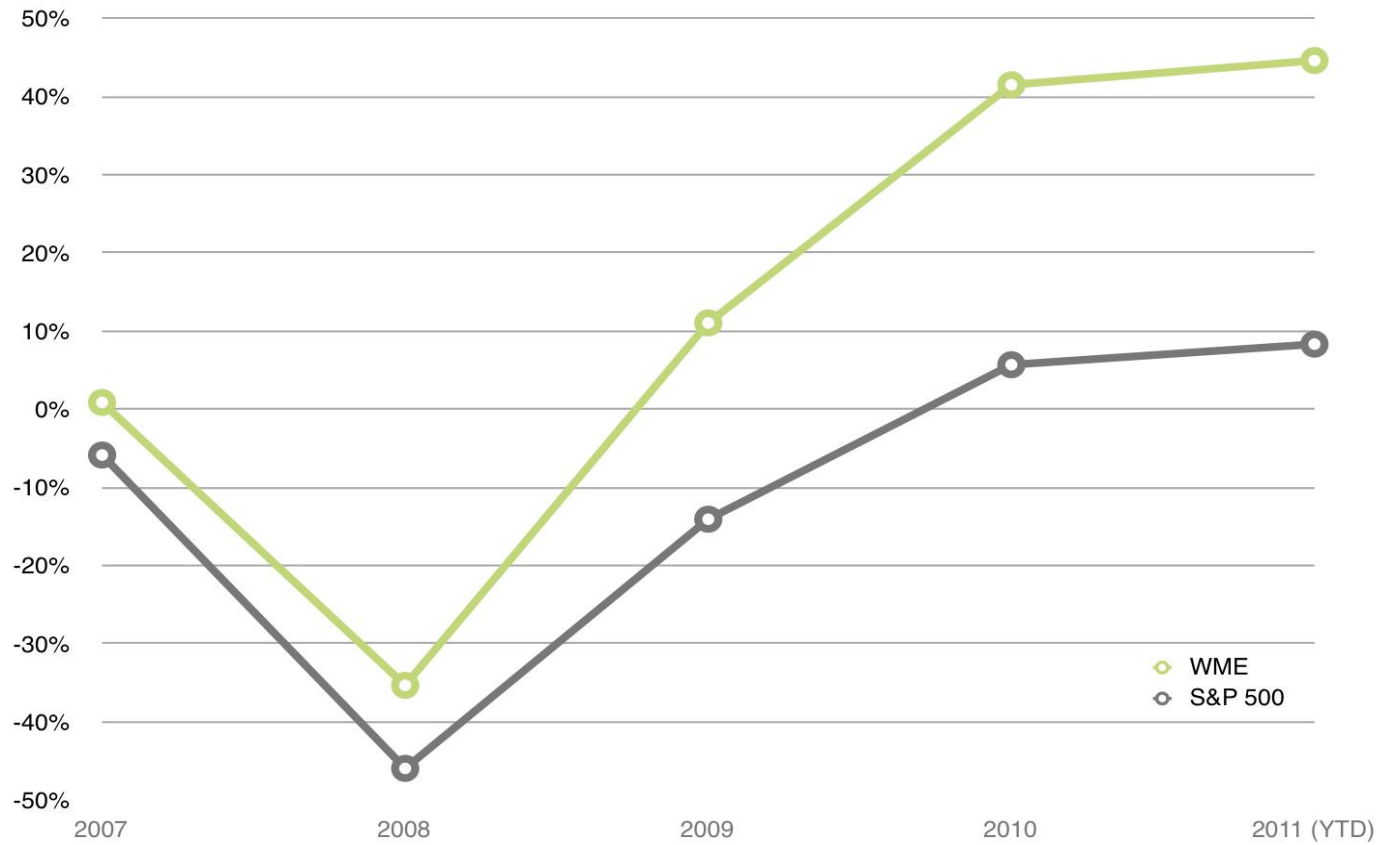


## Proposition #2

“Whatever matters to humans,  
trust is the atmosphere in which it  
thrives.”

- Sissela Bok, *LYING*

Percent Returns - World's Most Ethical Companies vs. S&P 500



## Proposition #3

Believing innovation in your organization is optional, is like believing breathing is optional- it may not be all you need, but doing it well is pretty *mandatory*.



# What's in their DNA?

- 1) They value *Outliers*- by definition innovation comes from people who do not think like you do!
- 2) They welcome diversity- not just ethnic, gender, age, etc., but diversity in perspective, learning processes, paradigms, approaches, styles...
- 3) They hire, retain and empower people with a track record of creativity- the "*Aha moments*"
- 4) They create alternative spaces, virtual and otherwise, where people know they can walk through walls.
- 5) There is strong, cross-functional ownership of CSR- the CEO *is* the CSO!

## Proposition #4

Innovation as the DNA for Corporate Sustainable Responsibility means, taking on the mantle, *there's no such thing as good or bad in this organization- there's only progress!*

# Contact information

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# Strategic Goals-Tactical Choices



# S&P 500 Global Initiative Reporters vs. S&P Standard 500

