

BUSINESS SUSTAINABILITY IN A COVID-19 ERA

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WHAT IS SUSTAINABILITY?

- Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs. The concept of sustainability is composed of three pillars: economic, environmental, and social—also known informally as profits, planet, and people.

WHY IS SUSTAINABILITY IMPORTANT IN BUSINESS

1. Improves trust and engagement between staff, investors, customers and other stakeholders
2. Attracts and retain employees
3. Builds credibility, improves relationships and enhances brand awareness
4. Reinforce Community Relations
5. Encourage Innovation that benefits other measurements
6. A better understanding of your customers

COVID-19 ERA AND SUSTAINABILITY

- Review your Business Plan
- Change your operational strategy
- Revise your financial outlook Plan
- Revie and Revise your Management Strategy
- Quality Drives sustainability
- Provide viable options
- Develop a “cut back” plan

SUSTAINABILITY

- Develop a sustainability plan based on your resources.
- Create new markets.
- Focus on data not intuition
- Review your Budget planning process.
- Redefine your customer
- Look for “cheap money” to manage your business

TYPES OF SUSTAIBAILITY



QUESTIONS AND SCENARIO DISCUSSIONS

