

# WORKSHOP SERIES 2011



## 5,3,6: Developing a Sustainability Strategy

### Workshop components



- Presenter
- Presentation
- 5-3-6 Workbooks
- Post workshop questionnaire and feedback form



**Workshop Length:** 8 hours including tea and lunch

**Venue Requirements:** Ability to connect to a large screen. Possibility of internet connection or WIFI would be excellent.



**Workshop Investment:** Please contact us to discuss your specific need and we will provide a quote.

Implementing sustainable business practices can unlock significant business value. **The Business Shaping Workshop Series** aims to help small and medium businesses embed green and sustainable practices to increase revenue, reduce costs, enhance reputation and achieve competitive advantage in their market.

The **Developing a Sustainability Strategy workshop** will introduce participants to the business case for sustainability and take them through the process of identifying key strategies to address their key risks and opportunities. **The 5, 3, 6 model and approach** has been developed specifically to make the process of developing a sustainability strategy and implementing sustainable business practices both simple and effective. In order to provide participants with tangible outcomes from this session, Shaper Group will provide the necessary templates and material to assist participants in developing a draft sustainability strategy.

### Content:

This workshop will cover:

- Introducing the business case for sustainability
- An introduction to the Shaper Group 5, 3, 6 approach to sustainable business practices
- Defining 5 key sustainability factors which underpin what sustainability means to your business
- Identifying 3 drivers for creating competitive advantage through sustainability
- Identifying 6 commercial initiatives that respond to the identified drivers and demonstrate a return on investment

### Learning Outcomes:

By attending this workshop you will learn the following valuable applications:

- Understand the business case for sustainability and how it applies to your business
- Establish what sustainability means in the context of your business
- Have identified at least 6 strategies/ initiatives that will help improve the sustainability performance and generate real value for your business

### Audience:

CEO's , Managing Directors, Business Owners, Business Managers, Executives, General Managers, Sustainability Officers of small to medium sized businesses or anyone interested in discovering how to unlock business value through sustainability.

### Workshop Facilitator



**Dan Atkins** is the founder and Managing Director of Shaper Group, and has more than 15 years experience advising business across Australia, Asia, Europe and the USA on integrating sustainable practices throughout their business and supply chain. Dan is currently an expert contributor to the World Economic Forum.



**Joanna Gilligan** has expertise in sustainability strategy development at both the industry and organisation levels. Her forte lies in the application of foresight research and scenario planning tools to enable clients to understand, interpret, simplify and communicate complex commercial and sustainability concepts for a sustainable future for their organisations.

### Are you interested?

Contact Lauren Kehoe on: **p:** +61 (03) 9686 7772 **e:** [lk@shapergroup.com](mailto:lk@shapergroup.com) **w:** [www.shapergroup.com](http://www.shapergroup.com)

The Shaper Group seeks to inspire global change in business thinking and practice for a sustainable future. We are a group of companies that works with businesses, government and not-for-profit organisations who want to improve their competitive advantage and reputation by embracing sustainable business practices. As the only Australian company to be invited by the World Economic Forum to assist in developing strategies to create a sustainability future for the international business community, the Shaper Group is linked into the latest sustainability thinking from around the globe. With our extensive knowledge and expertise in sustainability, climate change, carbon, CSR, industrial symbiosis, sustainable branding, communications and events our focus is to make the complex simple for you. [www.businessshaper.com/workshops](http://www.businessshaper.com/workshops)

