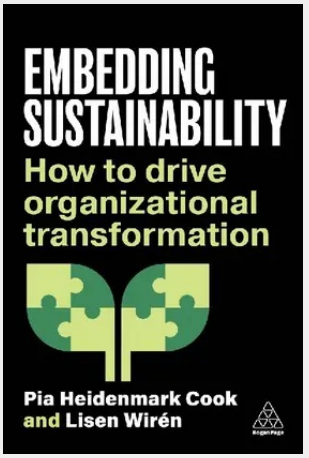
Cook / Wirén

Embedding Sustainability

How to Drive Organizational Transformation



Embedding Sustainability **is a practical, solutions-focused guide for sustainability managers and leaders to embed sustainability in organizations and drive improved performance.** For organizations to truly embody sustainability, it must infuse all operations. Sustainability change agents need to be the conductors of the orchestra, making sure everyone has the same objective, is working with the same goals and is moving at the same pace. ***Embedding Sustainability*** charts the journey from purpose, scope and assessment to strategy, implementation and integration. It outlines the steps required to engage and commit employees to deliver to the same goals, creating a workplace where success is achieved through collective effort. Drawing on impressive experience, the authors share valuable tools and tips, lessons and coaching, factoring in different organizational maturity levels, international contexts and cultural differences and stakeholder mapping. It explores leadership principles, values, culture, strategies and engagement methods. ***Embedding Sustainability*** provides mid-senior sustainability professionals with guidance and encouragement to continue with their work and avoid common mistakes, while also prioritizing their own wellbeing. It will help sustainability change agents navigate the unique challenges of this role, find solutions to problems and maintain a positive outlook.

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