

Sustainability Leaders

A Guide to Transforming Organizations

This invaluable how-to guide empowers leaders to integrate sustainability into their business strategy by mobilizing their organization's human capital and technical capabilities. Drawing on extensive executive experience across industries, author Susan Graff uses data-driven storytelling to deliver proven frameworks, case examples, and actionable strategies for embedding sustainability as a driver of growth and value creation. Readers will learn to build a circular economy, engage customers and key stakeholders, anticipate sustainability risks, and develop products and services that deliver lasting positive impact on business performance, environmental quality, and societal well-being.

offers thought-provoking questions to align boardroom or classroom discussions into actionable plans. The book is essential reading for business leaders looking to inspire their teams and build resilient networks to collectively tackle sustainability challenges and make the appropriate investments. It is also a practical resource for academics teaching students to employ life cycle management thinking, innovate sustainable products and services, and develop systems to improve performance via transparent measurement and reporting.

- Provides insights on the business case for sustainability and questions for discussion in the boardroom and classroom;
- Offers expert individual and collaborative action plans to achieve the benefits of local circular economies;
- Includes practical case studies that illustrate key sustainability principles applicable across various industries.

"This book is for those ready to move beyond aspiration and into action---for executives embedding sustainability into their business models, for educators preparing students for the work ahead, and for anyone striving to help organizations do not only less harm but more good".

Stephen Sikra, Chairman and Chief Executive Officer, MagisOpus;
Vice-Chair, National Environmental Education Foundation

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