



LEADING

PEOPLE TOWARDS A
SUSTAINABLE FUTURE

ZONE 6

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PEOPLE

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Coach your team, and your organization, to the top leagues of sustainability!

Your teams will not only ensure the successful execution of your sustainability targets, but will be instrumental in forging a strong sustainability culture within the organization that will consistently keep you on track. To achieve this, organizations need to focus on three key elements: aligning corporate culture to ESG, creating a strong operating model, and incorporating sustainability in employer branding.

This zone delves into the dimensions of engaging your workforce. Learn about the golden rules of communication, how you can make sustainability a tangible experience for everyone and train your employees effectively. This zone also highlights different operating models that embed sustainability into the DNA of the organization, including organizational structures, responsibilities of individuals and providing a “north star” for every manager to advance the sustainability efforts in their organization. Finally, discover how to turn your ESG agenda into a powerful value proposition to attract and recruit the right talent with the right skills and mindset

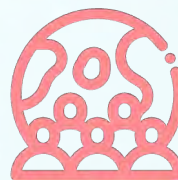
KEY TAKEAWAYS

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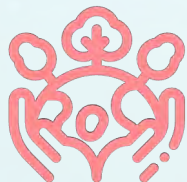
Execution is Everything

lead your organization firmly towards your sustainability targets by focusing on culture, operating model fit, talent recruitment and retention.



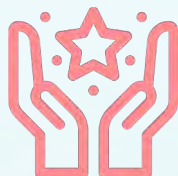
Create a sustainability culture

with effective communications, creating tangible sustainability experiences through volunteering, on-the-job practice and training programs.



Integrate sustainability

into your operating model by selecting the right organizational structure, defining roles and responsibilities and linking monetary incentives to ESG targets.



Attract the right talent

Use your Employee Value Proposition (EVP) to attract & retain talent and anchor sustainability within your recruitment process.