

Response paper week 9

Business



Response to John's Post In the business world, sustainable practices are aimed toward decreasing risks, strengthening the brand, reducing costs, and improving the bottom line. Corporate managers believe that sustainability is business the ability to meet the current needs without neglecting the future. The corporate organization must add value and continue existing as an entity. Leaders are responsible for fuelling strategies aimed for long term solutions. Subordinates on the other hand, must show commitment towards these strategies. Corporate accountability ensures that the operations and products represent the society's demands and are harmless. The call for transparency requires companies to account for their environmental and social impacts (Natrass and Altomere, 1999).

The questions addressed in john's post help to tackle the topic adequately because they cover a lot about the topic. In their book, Green to Gold, Esty and Winston point out that companies can generate lasting value, minimize costs, reduce risks, and increase revenues if they engage in sustainable practices. Sustainability is best achieved by companies that embrace environmental responsibility, care for the triple bottom line, and improve their reputation. Esty and Winston emphasize on companies being responsible with regard to the environment in which they operate, that is, cleanliness and social well being. Natrass, Hawken and Altomere insist on the cyclic principle, that is, how waste can be recycled to avoid environmental pollution. Corporate accountability is well covered by Epstein (2008).

I work St. Jude Medical Inc . where the employee of the week is rewarded for exceptional performance as a motivation towards strategy achievement. The company sponsors the best student of the year in the community for further <https://assignbuster.com/response-paper-week-9/>

studies.

References

Epstein, N. (2008). *Making Sustainability Work*. San Francisco: Beret Koehler.

Natrass, B., Altimore, M., and Hawken, P. (1999). *Transformation by Design: Lessons Tools and Methodologies*. New Jersey. John Wiley & Sons.

Response to Soosai's Post

I like the way Soosai has addressed the role of employees who are not in the leadership position in pushing sustainability initiatives. Many constituents have a legitimate stake in company activities calling for a variety of interests and opinions required in developing sustainability strategies. A company's long term value is largely influenced by the expertise and commitment of the employees. Since subordinates are part of drivers of sustainability performance, leaders can use feedback loops to evaluate and improve corporate strategies. Educated and trained individuals are better sensitized to sustainability issues.

I do not agree with the referencing of Lovins and Hawken. In their book, *Natural Capitalism*, the authors assert that companies are working hard to remove the contradiction between rewarding investors and saving the world. The aim is to achieve success in the area of energy and the environment. Companies are not reckless with ecosystem services as Soosai says. Like John, the questions are remarkable in topic coverage. Employees' participation in sustainability initiatives like trainings and workshops, cocktails and meetings are remarkably realistic (Natrass and Altimore, 1999).

Just as Soosai's employer emphasize on paper suppression, I work with St. <https://assignbuster.com/response-paper-week-9/>

Jude Medical Inc . as a sales representative and the work involves a lot of paperwork. Documents presented in hard copy include sales reports, fuel consumption reports, and delivery documents among others. The management has encouraged on communication via emails and telephone to reduce paper wastage and disposal. To minimize pollution, employees are encouraged to use public transport when coming to work as opposed to their personal vehicles.

References

Esty, D. & Winston, A. (2009). Green to Gold. New Jersey. John Wiley & Sons.
Lovins, A., Lovins, L., and Hawken, P. (2007). Natural Capitalism: The Next Industrial Revolution. London: Earthscan.

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