

Three actions that can be taken as dictated by business sustainability lens

[Business](#), [Strategy](#)



Business plan is generally developed when we are starting our business or planning to start one. Creating a business plan is very important while starting a new business. Basically, a business plan is written narrative to describe what a new business intends to accomplish and how it intends to accomplish it (Barringer & Ireland, 2006). It is developed in order to convert business opportunity into an actual business plan. So, it is considered as one of the most important steps because writing a business plan helps us to take a deep look at our idea and how it will turn into a business.

Business Sustainability is the management and coordination of environmental, social and financial demands and concerns to ensure responsible, ethical and ongoing success (Spinelli & Adams Jr, 2012). Most of the business with successful sustainability strategies are profitable because they integrate consideration of clean design and resource conservation throughout their business process. Similarly, sustainability changes the role new ventures play in supporting communities, improving human health and protecting ecological systems. The three actions that can be taken as dictated by sustainability lens are:

Weak ties

Weak ties are called as weak because it lies outside the traditional network of working relationship and not because they lack substance or they let us down. Basically, Weak ties says that entrepreneur should identify the people or partners outside their network who can analyze the issue as well as opportunities. As weak ties will help in accessing fresh perspectives and ideas towards identifying and implementing opportunity into effective

business ideas. With the help of weak links, we can get access to fresh new ideas, new perspective and scientific data which were not accessible until now. So, we need to realize that our weakest links can sometimes offer us the most valuable information to convert various problems into business opportunities as they are least expected assets.

System Thinking

System Thinking is one of the basic requirements of sustainability leans. System thinking focuses on the way the system's parts are interrelated and how they work over time. While writing a business plan as an entrepreneur we should think about the entire system. An organization plan their strategies by considering narrow aspects which are the firm, market or the industry. But in real world everything has interconnected and complex outlook. Also, system thinking usually focuses on set of habits or practice with a continual improvement frame work which behaves as a spider web connecting each functional group to give a conciliated network. This will enhance the quality and safety and will further reinforce and develop entire system.

Thinking like a molecule

Another action that can be taken as dictated by sustainability leans is thinking like a molecule. Thinking like a molecule means to think small or to focus on small problems. As this does not means focusing only on small problems because we need to focus on a larger or external environment we are operating in. basically, it says that there should be a vision to explore more on the external environment but at the same time organization should

be able to observe smallest components which are affecting the business as well as the opportunity. Similarly, it also helps in revealing competence and opportunities with the innovative ideas, which has been introduced.

So, these are the three actions we can take as dictated by the sustainability leans.