

Sustainability & Relevance in Your Organization

Unspoken Shame of Survive vs. Thrive Mentality

Organizations across the globe are facing a major threat to their survival and a direct impediment to an organizations ability to accelerate and thrive, and that is the equation of Sustainability!

The topic of sustainability has for decades been owned by the linear thinking and linear charged positions – analytics, finance, accounting, engineering, operations, administration, etc. Sustainability is a 360-degree conversation and application – each business unit, to include the entire C-Suite has an ownership stake in understanding and implementing sustainability strategies and behaviors. Sustainability is a universal issue and is far more reaching and impactful on an organizations and the human capital they represent, than how most would entertain the concept of sustainability.

Far too often what we see in our market place is a survive mentality, which serves as the cancer to sustainability.

The business annals are littered with business organizations and individuals that embraced survive mentality and no longer exist. Conversely, the annals also boast many great best-in-class organizations in the private sector and non-profit space that are achievers and winners of thriving sustainable best-in-class examples.

In 1971 the United States Junior Chamber of Commerce (aka US Jaycees) had more than one million members, as a thriving sustainability organization. Today, the US Jaycees sustainable orientation is in survival mode and boasts less than 30,000 members

and are knocking on deaths door step of defeatism – their Mission Statement from nearly 100 years ago is still 100 percent viable, but decades of flawed execution has become its' GPS to derailment. In the past decade the United Methodist Church has lost more than one million members at their local level leadership positions, because of survival mentality and not addressing progressive forward focused thrive sustainability mindset.

The concept of sustainability has been bastardized in business conversation of late as a matter of application only when discussing topics such as “green and/or conservation” or “ecological and/or alternative energy” or “global warming” applications, and this is a gross miss representation of the concept. In that context sustainability is a mere marketing gambit to attract people to false emotionally charged narratives and business endeavors that would otherwise not be profitable or relevant – it makes people feel good all over in these cases to say they are engaged in sustainable projects.

Sustainability in organizations is a universal and should be considered, benchmarked and applied in many ways. Here are a few non-traditional lenses, albeit not conclusive, to look through when considering the matter of Sustainability:

SUSTAINABILITY through Values=Visions=Mission Statement:

This is where thriving organizations live, these three variables serve as the GPS from which all other factors are borne from. It starts with a deep reflection on the organizations core key stakeholders personal Values and how those

evolve into the organizations Value System. Values drive the Vision of the individual and organization, these are typically transferred into a public pronouncement known as a Mission Statement. This is what every endeavor, deliverable, decision, and all human capital moves should be aligned into for execution on a survival (meeting minimum business standards to stay viable, and how to determine performance standards that excel beyond to attain a thriving state).

SUSTAINABILITY through Viable Evolving Real-Time Deliverables:

Keeping people focused in a short term world perspective, when the long term matters matter is paramount for sustainability – on a level of being relevant in the immediate timeframe and for the long term! To be sustainable, organizations must embrace a culture and attitude of agility to ensure what they engage in as a business, business practices, deliverables, etc. serve a real and not manufactured false narrative market need. The “this is what we have always done” thinking must be respectfully challenged at all times and with every incident. Conversely, just because an organization is executing action plans and deliverables, doesn't stipulate a need for change just for purpose of change if it does not serve a viable purpose that takes the organization to a thriving state.



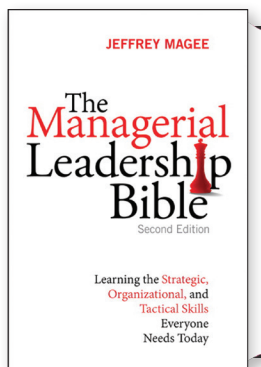
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Survival sustainability will be predicated upon the analytics of your present deliverables (as an organization or non-profit), calculating those against the demographics you serve, what really is profitable, and what your organization should remain connected to and what should be spin-off to remain viable. Once this is done and monitoring systems and processes are in place for constant data feedback, then the organization's C-Suite owns ensuring the viability of survival tomorrow by ensuring to recognize what the market will tolerate and need in the immediate, intermediate, and long-term future and determine ways to be market ready as those needs appear.

With a thriving sustainability mentality, organizations and their C-Suite (accelerated by an engaged Board of Directors) will know and create the future so as to actually lead the market into thriving sustainability.



SUSTAINABILITY through Trajectory Codes (TC):

Blending involved participants and their personal-professional values, goals, aspirations, and needs (on immediate, intermediate and long-term time frames) known as ones' Trajectory Code. This then must be determined if this is in alignment with the organizations Trajectory Code gains, buy-in, alignment, and thriving energies. When the two constituents' trajectories align, then organizations operate from a base line of sustainable trust and organizations will experience daily thriving realities and advances. The organizations TC must be supported by every business practice within that organization and by all human capital. Thriving organizations derail and fight daily to merely survive when these TC's are not aligned, simple examples of how this takes place is demonstrated through personal pet agendas and egos that get in the way.

Watch the YouTube video (youtu.be/TsWrtgre29A) and gain a better understanding

of Trajectory Code modeling (www.barnesandnoble.com/w/your-trajectory-code-jeffrey-magee/1120376074?ean=9781119043232&itm=1&usri=9781119043232).

SUSTAINABILITY through Human Capital:

Miss aligned TCs must be set aside if organizations will truly be able to attract best-in-class human capital and be able to execute best-in-class practices, to in fact be sustainable. Organizations that go beyond merely survive mode, have one guaranteed variable in play, they have the right human capital in the right place at the right time, and are endeavoring to cultivate a strong human capital bench two to three levels inward or downward!

Human Capital involves a deep understanding of a wide cross section of diversity drivers. Whether understanding and applying generational diversity as an asset mentality, to culture imprinting on individuals and within the organization, the sub-entities within organizations, as well as how other factors of ethnicity, religion, life-style, social-economic drivers, etc. impact sustainability.

SUSTAINABILITY through E-Business and Traditional-Business:

Whether your organization is based within or operates within the e-world (internet) or traditional brick-and-mortar world, sustainability adheres to this same conversation. A critical change agent factor differentiator is that in the e-world one must be even more responsive and agile to factors that impact sustainability. This allows for pro-active organizations in addressing immediate needs (Survival Sustainability endeavors) and allows a pathway for organizations and individuals evolve forward (Thriving Sustainability endeavors). Having connectivity into valued identified constituents, both internally and externally, will provide clear TCs for any organization, in any situation to ensure thriving sustainable actions, commitments, deliverables and energies.

SUSTAINABILITY through Economics:

Ensuring cash flow management in times of survival will ensure sustainable thriving business practices. Understanding scalability dictates whether an organization can evolve into thriving states such as how AR, AP, Compensation and Benefits, Inventory Control, Shared Partnership Resources, Budgeting &

Planning, Investment in all Capital areas, etc. are managed.

SUSTAINABILITY through Next Generation ... Evolve or Die:

Another aspect of sustainability is applicable to practically everything you do. From the Boardroom to the C-Suite and from the frontline to the customer, an approach to having a forward focused initiative always on what the next generation deliverables might and must be, to the programs and policies that foster thriving energies, to a 24/7 360-degree approach to developing your human capital forward-inward-upwards, the never ending capacity to always be looking outward for what you can acquire, on-board, partner, and create as next evolution realities.

SUSTAINABILITY through Engaged C-Suite Architecture:

Several considerations here, first, the Board should be aligned with your C-Suite for sustainability to be individually owned. The intent here is that as you establish the architecture layout of your C-Suite (i.e. CEO, CFO, COO, CIT, CLO ...), whether on paper for future implementation or in real-time and manned-up, you should have a dotted line from the CFO as an example to one member of the Board that has had CFO (is a CPA for example) experience, so as to be able to be an accountability conduit of the CFO for and to the CEO and for the Board. This should be a mirrored dotted line concept for each person on your Board should have a dotted line responsibility to ensure that you don't end up with multiple redundancies on the Board with a C-Suite occupant with no advisory-accountability Board connection.

Second, each C-Suite position should be mirrored to a Board member and they should be challenged to be evaluating and stress testing present Sustainability factors within their respective enterprises for survival and then being pushed for action consideration for thriving sustainability opportunities!

If your thinking or actions in an organization are driven by stakeholders that fight for what is driving you to merely survive each day, then you will be limiting your possible reality. These people and this thinking are the factors that will challenge thriving sustainability. Sustainability relevance within your organization should no longer be one of unspoken shame of survive versus embracing the thrive mentality!