
Profits Through Sustainability *Approach, Tools, Applications*

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FOUR PROFIT

PROFITING ALL FOUR BOTTOM LINES:
FINANCIAL - PEOPLE - ENVIRONMENT - COMMUNITY

Approach

We Will Use Structural Thinking, Creativity, Illustrations, Applications to Integrate Profits and Sustainability

Structural thinking: Examination of simple structures

- What is sold, how it is produced

Creativity: Innovative techniques to profit from sustainability improvements

Illustrations: Techniques in use at different firms

Applications: Begin applying techniques to participants' own organizations

Situation

Companies Affect the Environment Through What They Sell and How They Produce It

What they sell:

- Products vs. Services
- Based on nature vs. Separate from nature

How they produce it:

- Source to Sink vs. Source to Source
- Consumptive vs. Non-consumptive

Companies Are Held Primarily to a Standard Based on Profits

The need to protect profits

- Particularly in today's economic environment

Profit concerns reduce willingness to act

- Profit-reducing actions commonly known
- Profit-enhancing actions less well understood
 - Many types not well known at all
 - Many types not perfected

Three challenges for companies reconciling profits & sustainability

- How to make what they sell more sustainable
- How to make its production more sustainable
- How to do this without sacrificing profitability

Tackling Sustainability Issues in Your Organization

What your organization sells

- Insights from comparing your organization's products and services with those examined
- Extent of separation from nature

How it is produced

- Learnings from considering your organization's Sources and Sinks
- Consumptive intensity of production

Applying the techniques

- Techniques appropriate for your organization's profile