

Strategy and Business Development Fact Sheet

1 Why do we need to rethink our business development strategy?

The development of innovative and game-changing solutions to today's challenges requires out-of-the-box thinking while preserving and learning from past successes. Design thinking and co-creation are some of the most promising methods to identify new business opportunities and stimulate innovation.

2 Why should we pursue a sustainability strategy and the sustainable development goals (SDGs)?

According to the "Better Business Better World" report, released by the *Business & Sustainable Development Commission* during the 2017 World Economic Forum in Davos, pursuing the Sustainable Development Goals (SDGs or Grand Challenges) could create USD 12 trillion in new market opportunities.

By taking their duty of care seriously, companies can minimize the negative impact their core operations have on the environment, communities and economies where they operate, and maximize their opportunities in those contexts. The duty of care therefore becomes essential to the long-term prosperity of global companies. In today's context, the duty of care applies to issues such as climate change, corruption, rule of law, human rights, consumption and supply-chain practices.

3 How do we get everyone on board with our sustainability strategy?

In order to "live" a company sustainability culture, it is essential to have all levels of the organizations engaged – from the board, along all management levels to the general workforce. This can be achieved by integrating sustainability considerations into all decision-making structures and linking the sustainability strategy closely with the business strategy. Employee engagement activities further contribute to making sustainability a mindset.



A sound sustainability governance model provides a solid foundation for developing and anchoring sustainability strategy and targets. It ensures that an organization focuses on embedding sustainability into business decisions in all relevant areas.

Board members play a significant role in focusing on the right challenges, but in order to perform this duty optimally they need to:

- Be aware of regulatory changes and new challenges relevant to their companies



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- Ensure the composition, mandate and competencies of board members are adequate to remain a responsible and impactful board.
- Develop a relevant context framework for the operational team so that the business strategy is aligned with the current local and global megatrends and the related risks and opportunities.
- Identify new business opportunities in the context of the SDGs by considering the products, services or competencies of their company.

How can *engageability* support our organization?

- **By linking sustainability with business value**
engageability supports companies in engaging all levels of internal stakeholders and in establishing the link between sustainability and business value.
- **With the right tools**
With the GAP Frame and the SDGX GRIPS Process, *engageability* offers a tested and proven approach, custom-built from cutting-edge tools to create the most effective innovation process possible, to address the global challenges and accelerating the transition to true business sustainability.
- **By developing relevant structures and strategies**
engageability supports companies and organizations in developing relevant structures and strategies to ensure that their duty of care is reinforced and delivers the expected benefits.

How can we get in touch with *engageability*?



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