

Extended Leadership

How to Accelerate Progress in Sustainability to 2020

Webcast presented by:



5 December 2013 – 11:00 EST / 4:00 BST

Speakers



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Agenda



1. Welcome and Introductions
2. Why a Need to Change Tack on Sustainability?
3. Extended Leadership
4. Leadership Companies
5. Q&A with Miguel Pestana
6. Questions from the Audience
7. Concluding Remarks

Why a Need to Change Tack?



- Scale & speed of progress required means we must address challenge of **systemic change**
- Governments unable to lead; NGOs are not powerful enough; investors and consumers not yet engaged – **it falls to global companies**
- A **new form of extended corporate leadership** is needed





Extended Leadership Framework

6 Attributes of Extended Leadership



	What	Why
1 Vision Focus + Inspire	Articulation of the company's unique role and contribution in a sustainable future	To describe a compelling and relevant destination, and to inspire the company and its stakeholders to help achieve it
2 Goals Define + Motivate	Ambitious, specific, context-based thresholds for performance	To ground and drive progress against Vision; to unlock competition and collaboration to achieve greater impact
3 Offer Innovate + Demonstrate	Developing products and services that are the optimal combination of "different" and "better"	To test and demonstrate new approaches, establish new markets and promote further innovation and impact
4 Brand Connect + Engage	Effective expression of Vision, Goals and Offer through compelling brand promise and communications	To engage core values and mindsets, shifting behavior and driving greater demand for sustainable solutions
5 Transparency Inform + Influence	Providing relevant, appropriate, timely signals to all market players	To optimize stakeholder understanding and decision-making, and ensure proper function of markets
6 Advocacy Lead + Mobilize	Outspoken leadership aimed at policymakers, investors, other companies and consumers	To mobilize key actors in order to reform policy, incentives and other system conditions to support sustainability

Extended Leadership: Examples



1 Vision

Focus + Inspire



2 Goals

Define + Motivate



3 Offer

Innovate + Demonstrate



4 Brand

Connect + Engage



5 Transparency

Inform + Influence



6 Advocacy

Lead + Mobilize





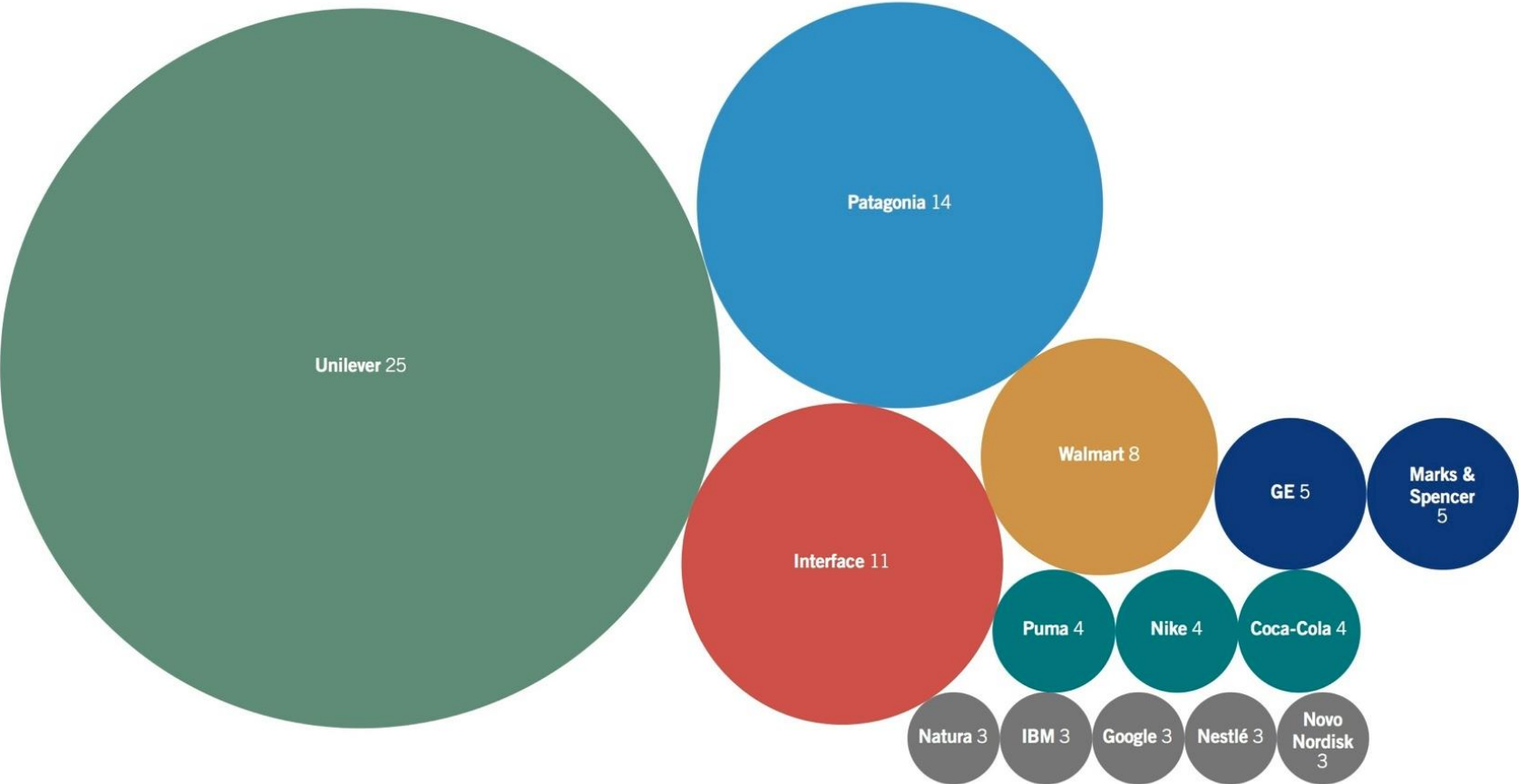
**Which companies do
stakeholders think are demonstrating
strong leadership?**

Recognized Sustainability Leadership



Figure 4-6 | Sustainability Leaders 2013

Sustainability Experts, % of Total Mentions, All Respondents, 2013



Source: GlobeScan & SustainAbility, 2013



Q & A

(Please send your questions using the Q&A function found in the webcast control panel)

Q & A with Mark Lee & Miguel Pestana



Vision

Focus
Inspire

Goals

Define
Motivate

Offer

Innovate
Demonstrate



Brand

Connect
Engage

Transparency

Inform
Influence

Advocacy

Lead
Mobilize

Importance of an Enabling Context



- **Trust:** provides a social license to be bold and is a precondition for collaboration
- **Collaboration:** required to address systemic change and find new solutions/tipping points; requires leadership
- **Leadership:** both personal and institutional, critical to launch collaborations and only successful if trusted



Going Forward



- Watch for future webinars around the 6 attributes of Extended Leadership
- Engage us to support your own Extended Leadership ambitions
- Please share your feedback on today's session
 - Mark Lee: lee@sustainability.com
 - Chris Coulter: chris.coulter@globescan.com

The background features a light blue compass rose in the upper left and a larger, more detailed compass rose in the upper right. The compass roses have directional labels (N, NE, E, SE, S, SW, W, NW) and are surrounded by various geometric shapes, including triangles and diamonds, in shades of blue, teal, and orange. In the bottom left corner, there are four large, overlapping triangles in shades of blue, teal, and orange.

Thank You

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