

Environmental Strategy for the Business Plan

By Lisa Danza

At the Australian Institute of Ethical Business Studies (AIEBS) the students who are striving to be responsible and accountable CEO's, small business owner-operators and entrepreneurs, learn how to create, and put into practice, ethical business plans with the environment at heart.

Lately, Corporate Social Responsibility (CSR) has become something of a 'new-age' buzz term within the corporate business community; nevertheless, it stands to reason how many organisational leaders and managers actually choose to walk their talk in everyday business life?

Before we can develop strategies to minimize harm to our environments on ever expanding levels, we must be clear on what is to be achieved and how we want go about it? We might choose to seek avenues to network and 'heart-storm' with other like-minded individuals and, together, discover new and innovative ways that support a vision for a healthy, harmonious and functional global reality in which we can take part in. But also ways, in which small businesses and corporations may share one and the same goal, where they can inspire each the other while they form workable solutions to take it to the next level where things can actually happen.



The result could definitely produce a positive impact on the entire business community. Of course, being such a visionary leader requires walking the talk with a clear goal-focused intent, dedication, and cooperation on a personal as well as on a group level while holding the ideal vision for the attainment of the goal itself. Practicing clear vision, which is followed by right action, can and will create the possibility of overcoming complacency and inspire greater integrity in the workplace.

In any case, don't expect recognition or applause. Changing outdated habits and practices often takes increased physical, emotional, mental, and spiritual effort but any achievements can be a great catalyst for change. This may include focusing on things such as recycling; developing an awareness of how the business can give back to the community, being alert to the impact of fear or love emanating from the organization into the community and the planet as a whole. But also practicing responsibility for the overall effect of the applied business objectives and ideals we operate from.

And, what about the work ethos? How do we go about embracing an ideal work ethic of equality, cooperation, gratitude, harmony, mutual trust, respect and interdependence? Where do we start?

Below are ponder activity questions, used by the students to identify, develop and implement strategies to walk the talk for the wellbeing of all sentient life on the planet and beyond.

How does your business rate?

Ponder Activity for Environmental Strategy of Business Plan

Consider the impact of the following:

YOU as the CEO, the leader, the guide, the vessel for planetary plan and purpose, the captain of the ship, consider the impact you are having physically, emotionally, mentally and spiritually on the following:

- your business
- your staff
- your clients
- your colleagues and peers in the industry
- the networks and strategic alliances you form and/or are part of
- your mentor program
- the community
- your entire sphere of influence

Consider the impact your business has physically, emotionally, mentally and spiritually on the following:

- Staff / work teams and departments
- clients
- the industry that the business represents
- the country you live in
- the community
- the planet and it's kingdoms:
 - Mineral kingdom
 - Plant
 - Devic
 - Animal
 - Human
 - Soul kingdom
- Planetary evolution itself

Activity

1. List the action that your business will take to minimize risk of potential harm and assist with the sustainability and well being of the above categories.

Place it in your business plan.

2. How will your business contribute to the planetary well being, assisting it to move into a reality of harmony, integrity, authenticity and sustainability for future generations to come?

E.g. Community contributions through tithing, involvement and funding of philanthropic projects, professional networks and associations with philanthropic organizations, spiritual bestowals, educational projects, personal mentoring, sponsoring, public speaking, presentations etc.

3. How will you measure the risk?



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