



7. Sustainability Strategy: Need and Implementation Methodology

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Introduction:

Business organizations come into existence with the purpose of satisfying one or many needs of the society. While doing so the organization get benefited in terms of profits.

The key challenges for any organization are always:

1. Survival and
2. Growth

Most of the time the profits are received only after the need of the society is delivered or served i.e. satisfied by the serving business organization. In very few cases the profits are received before the delivery. Thus, it is very important for any business organization to survive, till the profits are received and the next cycle is repeated.

The utility of any need keeps diminishing after every instance of delivery or satisfaction of the client, who is part of the society. Hence it is important for the organizations to continuously find way to sustain their survival and growth.

This is indispensable activity for every organization and hence it must be driven in strategic manner to ensure effectivity.

Methodology:

We needed to use exploratory research methodology for compilation of review of literature, discussions with experts and practitioners and compilation of the topics.

Let's first consolidate the factors to be considered to ensure sustainability for an organization. We will do that in the form of dangers or risks being approaching to our organization from different direction of interaction or interface.

Customer Side: In this we need to monitor all the aspects to ensure that there is no risk coming from our customers. Here we should do all the things necessary to ensure the inflow of business from our existing and potential customers.e.g. continued customer satisfaction and delight, right profitable remuneration to the supplies, ensuring increasing share of business, avoidance of risks of penalty etc.

Supplier Side: In this we need to focus on the aspects which can bring risk to our organization like. Interruption of Supply Chain Management, Increasing Cost, Increasing supplier dependency, compliances of supplier etc.

Employee Side: Here we need to monitor the aspects like continuous availability of skilled human resources, avoidance of brain drains or attrition of our skilled employees, Efforts to keep of employees motivated and maintain the sense of ownership and belongingness towards organization.

Compliance or Governance Side: In this we need ensure that our organization always following the laws of the land and we are not getting any notices from the regulatory authority. For doing so we have to be continuously updated on the changing policies and adoption of the same in full spirit and in time.

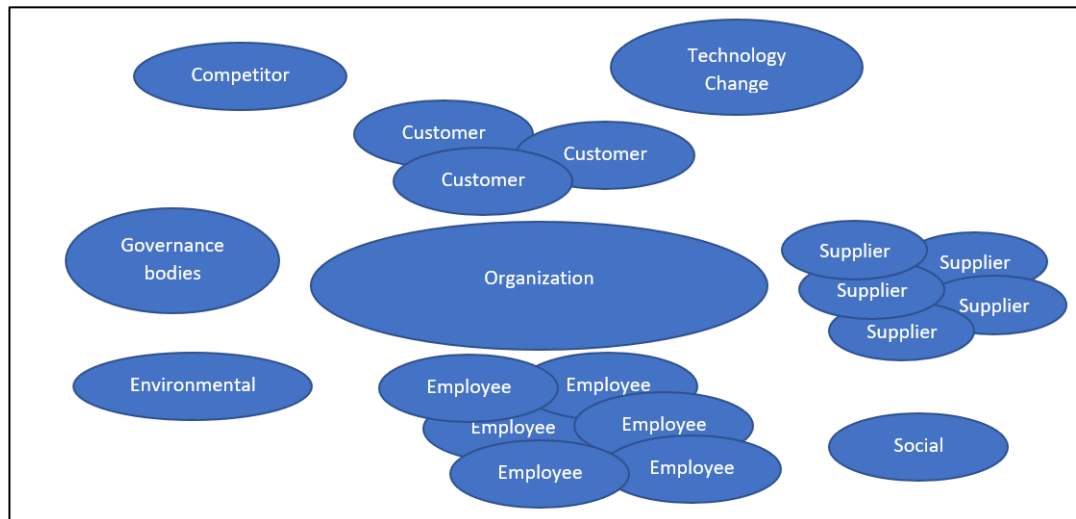
Environmental Side: This is very important factor, as any organization is living in the same environment. Any hazard to the environment can lead to dangerous effects to our mother earth. If all the organizations operate in the manner which ensures minimum affect to the environment only then we all can survive. Hence, we should focus on this and must motivate all the interacting parties to do the same e.g. our suppliers, our employees, our customers.

Social Side: As mentioned earlier the organizations come in existence with the motive of satisfying needs of the society and survive within the society itself. All the elements of every organization are part of the society itself. Hence an organization must ensure that it is in continuous sync with the society.

The best method of this is make sure that we recognize these elements and include them in our organizations. E.g. employees from diverse groups of the society, suppliers representing different diversity group. A perfect harmonious and respectable balance between all these is the key to socially successful organization.

Competition Side: There is always a continuous race amongst us and our competitors to improve the services and products offering. To stay ahead of the competition, the most important factor is to identify the competition. History has proven many time that an unidentified competition has created great threat to many organizations. E.g. mobile phones alone have eliminated or at least reduced the demand of wrist watches and personal cameras. The invention of LEDs has reduced the demand of CRT picture tubes, incandescent bulbs and tube lights.

Newer Areas or roots: The risk roots can never be exhaustive. This is because the world is dynamic in terms of society, environment, competition, technology etc. and hence an organization must incorporate mechanism to ensure capturing the same continuously.



Result:

As we have compiled the list of the factors, we now see how we will incorporate the same in our organization.

Strategy of implementing the sustainability in operations:

The following steps are recommended to implement the right strategy:

1. Management commitment
2. Measure the gap in present systems against best business practice.
3. Create an implementation project plan i.e. timebound activity plan.
4. Create awareness among all the internal stake holders i.e. employees.
5. Train the stakeholders
6. Train external interfaces i.e. suppliers
7. Define mode and method of interaction with external interfaces i.e. suppliers, customers, governing bodies, other social elements.
8. Implement review mechanism.
9. Implement change mechanism.
10. Repeat all of the above in fixed interval.

Conclusion:

The implementation needs involvement and contribution of members of organization. Hence formation of team with clear shared responsibility matrix & driven by the Project manager to follow through the process is the key of timely and productive implementation.

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