TRANSFORMATIONAL COMPANY **ROADMAP**



The practice of CSR is changing from incremental measures to improve a company's impacts to transformational commitments to create net positive business and societal value. This shift is documented in the <u>Transformational Company Continuum</u>.

The new CSR paradigm is summarized in the <u>Transformational Company Qualities</u> and profiled in nineteen <u>Case Studies</u> of the qualities in action around the world. Leader companies are following a 3-step process to evolve their business models and corporate strategies in ways that manage risks and leverage opportunities.

STEP 2

Develop sustainability vision

Consider Transformational Qualities and unique contribution of business. Implement opportunities

STEP 3

IMPLEMENT

Identify and implement opportunities to create business and social value where there is significant impact and influence.

Assess mega-trends

STEP 1

ASSESS

Determine implications for suppliers, customers and business operations.