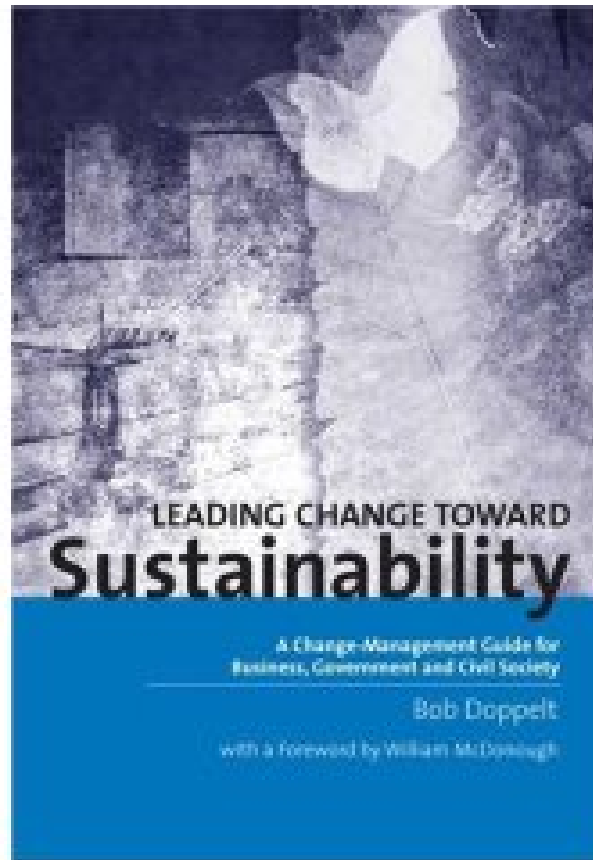


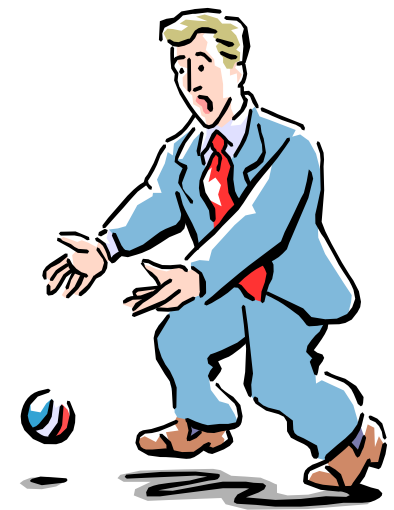


# Seven Sustainability Blunders



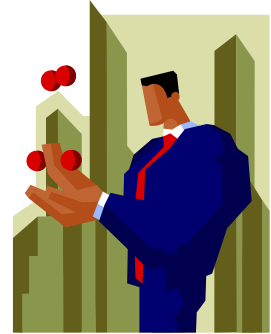


1. Patriarchal thinking that leads to a false sense of security
2. "Siloed" approach to environmental and socioeconomic issues
3. No clear vision of sustainability
4. Confusion over cause and effect
5. Lack of Information
6. Insufficient mechanism for learning
7. Failure to Institutionalize Sustainability



Blunder #1:

“Patriarchal Thinking that Leads to a  
False Sense of Security”



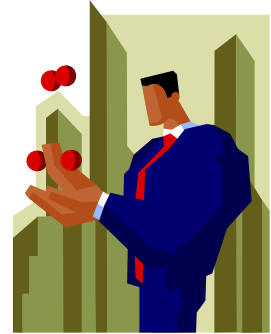
**Solution #1:**

**Change the dominant mindset through the  
imperative of achieving sustainability**

“In the vast majority of cases, a **relentless and compelling message** from senior executives is required to make the case that safety from legal challenges, social protest, financial losses, customer defection, or environmental crisis can be achieved only by adopting a new business model based on sustainability.”

## Blunder #2:

“A “Silo” Approach to Environmental and Socioeconomic Issues”

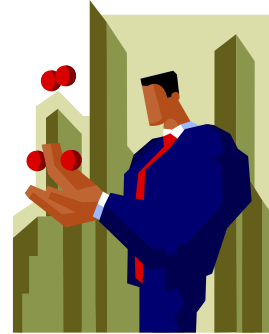


## Solution #2:

Rearrange the parts by organizing sustainability transition teams

Blunder #3:

“No clear vision of sustainability”



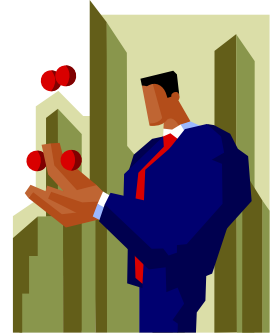
Solution #3:

Change goals by crafting an ideal vision  
and guiding sustainability principles

“Compelling visions are felt in the heart and understood in the mind”

Blunder #4:

“Confusion over cause and effect”



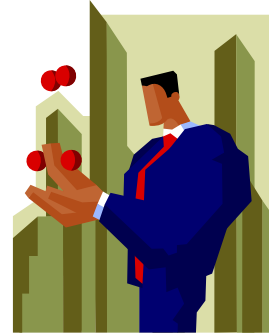
Solution #4:

Restructure the Rules of Engagement by  
Adopting New Strategies

Organizations must answer four questions:

- How sustainable are we now?
- How sustainable do we want to be in the future?
- How do we get there?
- How do we measure progress?

Blunder #5:  
“Lack of information”



**Solution #5:**

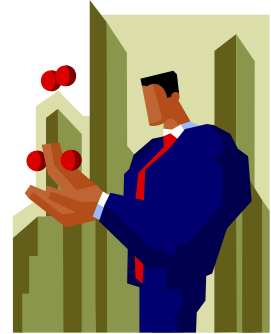
**Shift information flows by tirelessly communicating the need, vision, and strategies for achieving sustainability**

“Sustainability has become the language of the company”

- Ray Anderson, Interface

Blunder #6:

“Insufficient mechanisms for learning”



Solution #6:

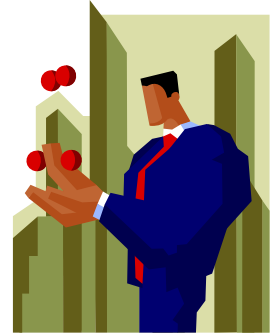
Correct feedback loops by encouraging and rewarding learning and innovation

Provide accurate feedback on progress and setbacks

Reward those willing to experiment and learn

Blunder #7:

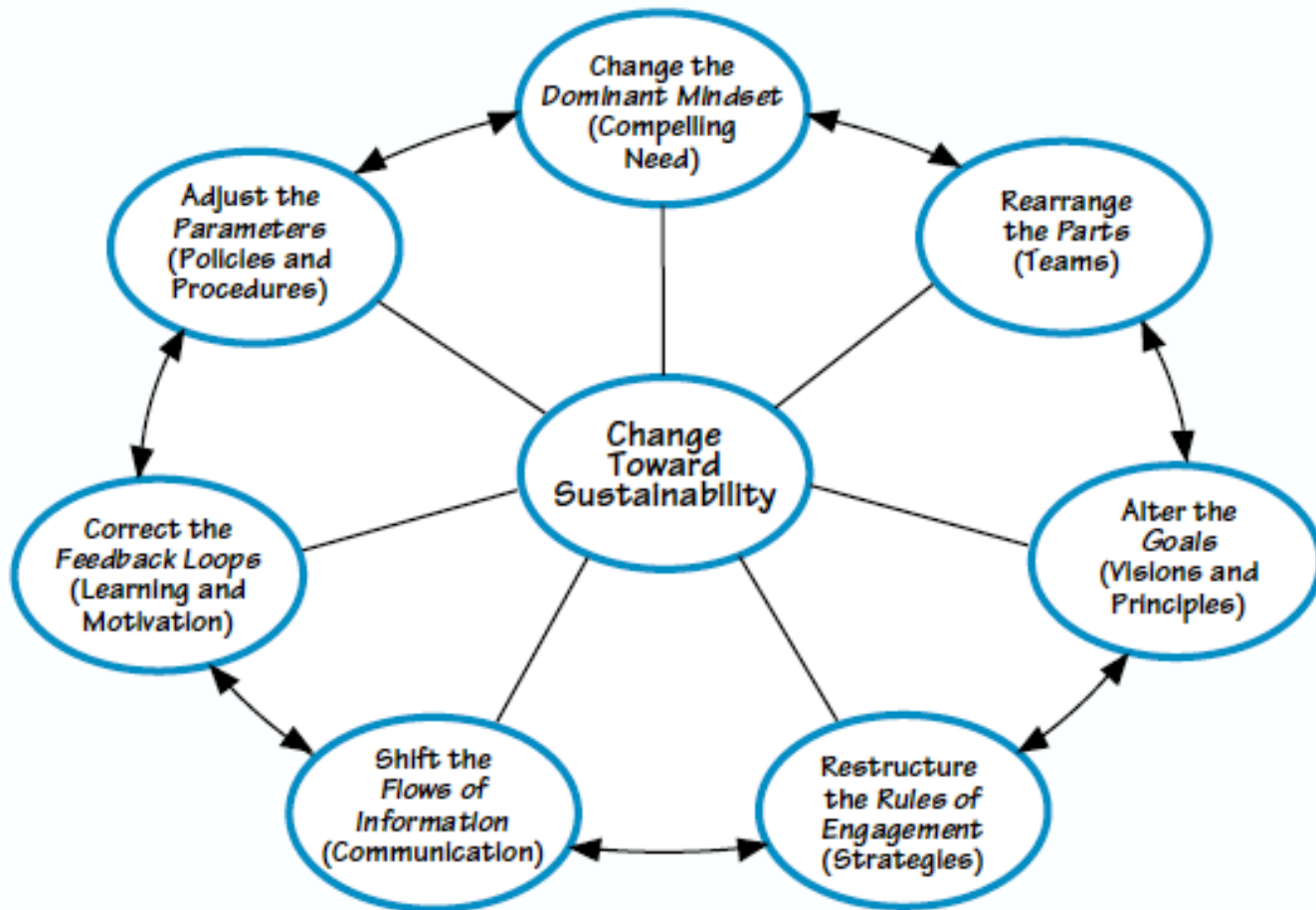
“Failure to Institutionalize  
Sustainability”



**Solution #7:**

**Adjust the parameters by aligning  
systems and structures with sustainability**

## THE WHEEL OF CHANGE TOWARD SUSTAINABILITY



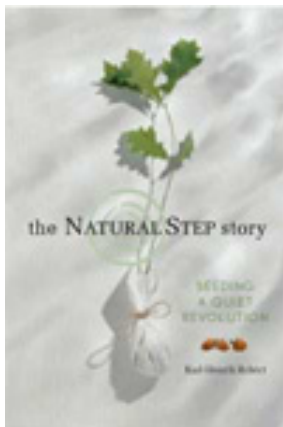
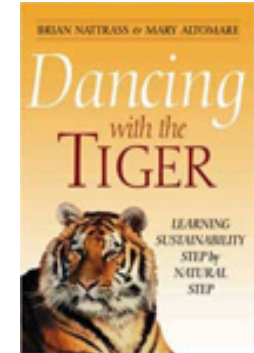
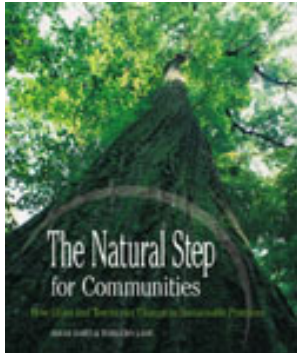
1. Patriarchal thinking that leads to a false sense of security → Change the dominate mindset through the imperative of achieving sustainability
2. A "Silo" approach to environmental and socioeconomic issues → Rearrange the parts by organizing Sustainability transition teams
3. No clear vision of sustainability → Change the goals by crafting the ideal vision and guiding sustainability principles
4. Confusion over cause and effect → Restructuring the rules of engagement by adopting the new strategies
5. Lack of information → Shift information flows by tirelessly communicating the need, vision, and strategies for sustainability.
6. Insufficient mechanisms for learning → Correct Feedback loops by encouraging and rewarding learning and innovation
7. Failure to institutionalize sustainability → Adjust the parameters by aligning systems and structures with sustainability

# Blunders Exercise



# Exercise ~ Ideas for Wolfville to overcome the Seven Sustainability Blunders

1. Individually, re-read and reflect on your own organizations blunders (10 min)
  
2. Group people by blunder and ask them to respond to the following questions:
  - Share the current reality of your blunder within your organization with members of your group (20 min)
  - In your group come up with ways to overcome your blunder and write them down on flip-chart paper (20 min)
  - Prepare your groups presentation which will be presented back to the larger group (10 min)



# Thank You

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