

AMA Webcast!

SUSTAINABILITY: AN EVOLVING BUSINESS PARADIGM

Presenters



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People – Planet – and Profits is rapidly becoming the new mantra of the 21st century business person. Business leaders and managers are challenged as never before to address a myriad of issues that go far beyond the single profit motive. **People issues** ranging from worker health and safety, employee morale and engagement, as well as societal issues of entrenched poverty are rising to the fore as core business issues. Environmental issues affecting the entire **planet**, such as global warming threaten to affect the very survival of the planet and create an urgent call for action.

Given the enormous complexity and challenges before us, what can business managers and leaders do? Regardless of your role, function, position or company, what can you do? How can business leaders and managers create a better balance between the needs of people, the planet, and profit in both the short- and long-term?

As a step forward on the journey to a more sustainable world, an ever increasing number of organizations are beginning to move towards a new "sustainability" business paradigm – one that focuses on creating a better balance between social, environmental, and economic factors for short- and long-term performance. In more and more cases, businesses are adopting sustainability-related values, principles, strategies and practices.

Join this complimentary Webcast where we'll discuss the findings from a recent global survey on Sustainability sponsored by the American Management Association, and conducted by the Human Resource Institute in collaboration with the Institute for Sustainable Enterprise at Fairleigh Dickinson University.

For an hour, you'll explore:

- The **significant gap** between how much employees in companies **personally care** as compared to how much they think their **companies care** about sustainability-related issues
- The relationship between **sustainability and company performance**
- The twelve most widely used **sustainability-related practices**
- The business factors **driving greater focus** on sustainability, as well as factors **hindering** its progress, both today and as we look forward into the next ten years
- How the **most sustainable companies** create a **foundation, traction** and **broad stakeholder engagement** for sustainability
- Best practices from such sustainability leaders as **Ray Anderson** from **Interface, Inc.**, and **Govi Rao** from **Philips Lighting**

Date:
Sept. 11, 2007

Time:
12:00 – 1:00 p.m. EDT

Fee:
Complimentary

Meeting Number:
17587-00007

Who Should Attend:

This Webcast has been designed for vice presidents, directors, and managers across all functional units who want to learn more about sustainability and wish to help their organizations become more sustainable in the short and long-term.

Attending the Webcast is

FREE

but reservations are required
or call
1-800-262-9699

Register online:

<https://register.amanet.org>

where you will see the
Sustainability webcast

Be sure to reference code
XA51 when registering