



# Organizational Survival: Profitable Strategies for a Sustainable Future

*Gregory Balestrero, Nathalie Udo*

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## **BOOST LOYALTY, PROFITABILITY, AND GROWTH WITH A STRATEGY OF SUSTAINABILITY**

*Organizational Survival* provides a rational, research-based approach to creating a durable business strategy designed to meet the needs of today's customers and position an organization to outperform while positively impacting society, the environment, community, and the bottom line.

Balestrero and Udo present an airtight argument for sustainability being essential to any business strategy going forward. Illustrating how successful companies around the globe are already deliberately changing--including Coca-Cola, BMW, BASF, and Walmart--the authors take you step-by-step through the processes of developing a new strategy, or altering an existing one, to integrate sustainability into core business goals.

*Organizational Survival* provides the tools needed to apply risk management, scenario planning, and due diligence to sustainability initiatives via their innovative SEEE model framework--developed in conjunction with International Institute for Learning, Inc.--which encompasses the social, economic, environmental, and ethical factors of strategic change.

Learn to build adaptive foresight and steer the future of your company based on:

**SOCIAL COMMITMENT:** Integrate individual and community stakeholder interests into your strategy and align them with your company's values

**ECONOMIC COMMITMENT:** Develop a business model that will generate profits through sustainability

**ENVIRONMENTAL COMMITMENT:** Honestly assess the company's impact on the environment and take requisite action

**ETHICAL COMMITMENT:** Build trust among all stakeholders through openness, transparency, and accountability

Embrace the changes businesses are facing, and implement a strategy now that will meet market demand and ensure your *Organizational Survival*.

### **PRAISE FOR ORGANIZATIONAL SURVIVAL:**

*"Fine book! What I find most impressive is the authors' success at achieving balance: Neither simply optimistic nor pessimistic, they offer grounds for hope. The book balances the need for sustainability with opportunities for its achievement. Well researched, their stories and their data come from both the developed and the developing world. The book is both deeply principled and highly pragmatic." -- Jay Ogilvy, Dean and Chief Academic Officer, Presidio School of Management*

*"There's no shortage of corporate sustainability books or leaders. The rarity is corporate sustainability*

*books by leaders: people who truly understand the institutional dynamics that get in the way of change, and that can be harnessed to make change happen. Greg Balestrero and Nathalie Udo plug this gap admirably in **Organizational Survival**.*" -- Storm Cunningham, author of **The Restoration Economy** and **reWealth**

*"Organizational Survival is a comprehensive approach to supporting and leading change within an organization. The practical insights, in-depth research, and business cases the authors present provide a valuable perspective on the business need for sustainability, as well as the practical assessment model and framework needed to successfully implement sustainability/Corporate Social Responsibility within an organization."* -- Lisa Shambro, Executive Director, Foundation for Strategic Sourcing

*"Far more than a compelling case for change, **Organizational Survival** is a step-by-step road map for how to transform your corporate destiny and build a sustainable future for all."* -- Simon Mainwaring, author of the New York Times bestseller **We First: How Brands and Consumers Use Social Media to Build a Better World**

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