Filling the Leadership Void: How to Engage the Whole Organization in Sustainability

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View from the top

- The world needs action now. Business is where change is most needed and most possible
- 85% of CEOs are “taking sustainability seriously”, but credibility gap exists
Dell Powering the Possible is our commitment to put technology to work, where it can do the most good for people and the planet.

What’s needed to make vision happen - at an organizational as well as individual level?
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Image courtesy of http://disc4all.com/case-examples/leadership/
Vision

- What future do you want?
- What stories do you want to be able to tell?
- What will inspire and mobilize your organization?
Strategy

• Bringing focus
• Where does Sustainability fit?
• Viewing organizational strategy through a sustainability lens
• Aligning with organization’s culture
Goals

Measures of your ambition
Defined so that you know when they’re met

Dell examples, by 2020 we will:

• Reduce greenhouse gas emissions from facilities and logistics operations by 50%
• Reduce the energy intensity of our product portfolio by 80%
• Recover 2 billion pounds of used electronics
Plans

• Develop baselines
• Set KPIs & process metrics
• Build roadmaps with early buy-in from all needed participants
• Develop the business case
• Internalize global context
Execute

- Build strong governance
- Manage to your KPIs
- Celebrate early wins
- Trust functional experts to own & drive
- Be adaptive to changing conditions
Communication

• Know your audiences and engage them at every step
• Be an avid listener and trust in stakeholder process
• Explain & communicate business case
• Embrace transparency and commit to reporting successes & challenges
• Provide narrative, not just data
Individual keys to sustainable success

1. Develop your capability to lead change effectively
2. Set strategy and execute on goals
3. Be an awesome communicator
4. Help org keep up with rapidly evolving global context

You are the secret...be unstoppable!
Q&A

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