

# Culture of Sustainability

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SEEDS



# Elements of an #Enviabile Workplace Culture:





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<p><b>Partners</b></p> <p>Which of these can your company outsource to others?</p>	<p><b>Activities</b></p> <p>What are the <i>unique</i> activities your company needs to deliver the value proposition?</p>	<p><b>Value Proposition</b></p> <p>For each beneficiary what is their value proposition?</p> <p>What problem pain/gain does this solve for them?</p>	<p><b>Buy in/ Support</b></p> <p>For each beneficiary how does the team get “buy-in”</p>	<p><b>Beneficiaries</b></p> <p>By title/function who are the individuals who are creating value for?</p> <p>What is their archetype?</p> <ul style="list-style-type: none"> <li>• Supporter</li> <li>• Advocate</li> <li>• Partner</li> <li>• Saboteur</li> </ul>
	<p><b>Resources</b></p> <p>Which of the activities does your company need to own?</p>		<p><b>Deployment</b></p> <p>What will it take to deploy the MBP to widespread use?</p> <p>What constitutes a successful deployment?</p>	
<p><b>Costs</b></p> <p>What are the costs to deliver the value proposition?</p>		<p><b>Mission Achievement/Success Factors</b></p> <p>For each beneficiary how does the team know when they succeeded?</p>		

## Table Tasks (20 Min)

- PICK a problem that you would like to address
  - IDENTIFY all of the potential beneficiaries of the initiative
    - Who are the various people/organizations/communities that benefit?
    - What benefit does each get?
  - EXAMINE each for their archetype (supporter, advocate, partner, saboteur)
  - DECIDE which one is most important to address first-Why?
- \* Discuss

# Time to go to work

**PICK** a problem that you would like to address  
**IDENTIFY** <sup>IF</sup> all of the potential beneficiaries of the initiative

Who are the various people/organizations/communities that benefit?

What benefit does each get?

**EXAMINE** each for their archetype (supporter, advocate, partner, saboteur)

**DECIDE** which one is most important to address first-Why?

\* **REPORT OUT TO THE TABLE-Discuss**

# You've started your canvass...

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