

Workshop: Sustainable Business Performance

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<http://www.natlogic.com>

Organicology

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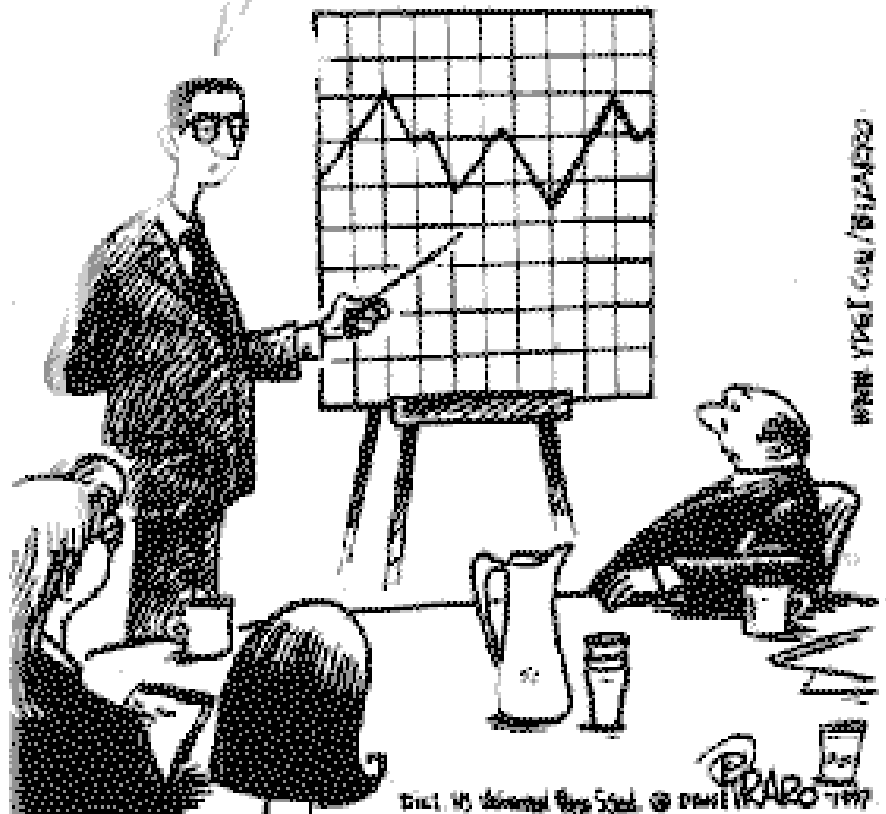
Strategic Sustainability

- **Strategy - *Charting your course***
 - Risk, opportunity and capacity analysis
 - “What business are we really in?”
 - “Are our goals sufficient to the challenge?”
- **Feedback - *Reading the signs***
 - Selection of key performance indicators
 - Design and deployment of KPI systems
 - Real-time dashboards to track & drive performance
- **Implementation - *Making it go***
 - Inventing and embedding new practices
 - Communications, training & engagement
 - Getting & keeping everyone on the same page



EIZARRO By Dan Piraro

...and here's a chart that shows what you might see if you looked at a mountain range through a tennis racket.



WWW.YOUR.COM/PIRARO

Since what gets measured CAN get managed...

- **What do you know about:**
 - Your company's footprint?
 - How you compare with peers?
 - Your Throughput Pie™?
 - What your employees know
 - about your goals?
 - how their actions impact them?
 - What your customers care about?
 - The inevitable surprises your business faces?

Two purposes

- **External**
 - CSR Reporting
 - Investment guidance
 - Accountability
- **Internal**
 - Management/Guidance
 - Reduce environmental burden
 - Manage supply chain
 - Add business value

Self-Control

- **J1: Goals**
- **J2: Results**
- **J3: Resources**
- **“If any of these three conditions are not met, a person cannot be held responsible.”**

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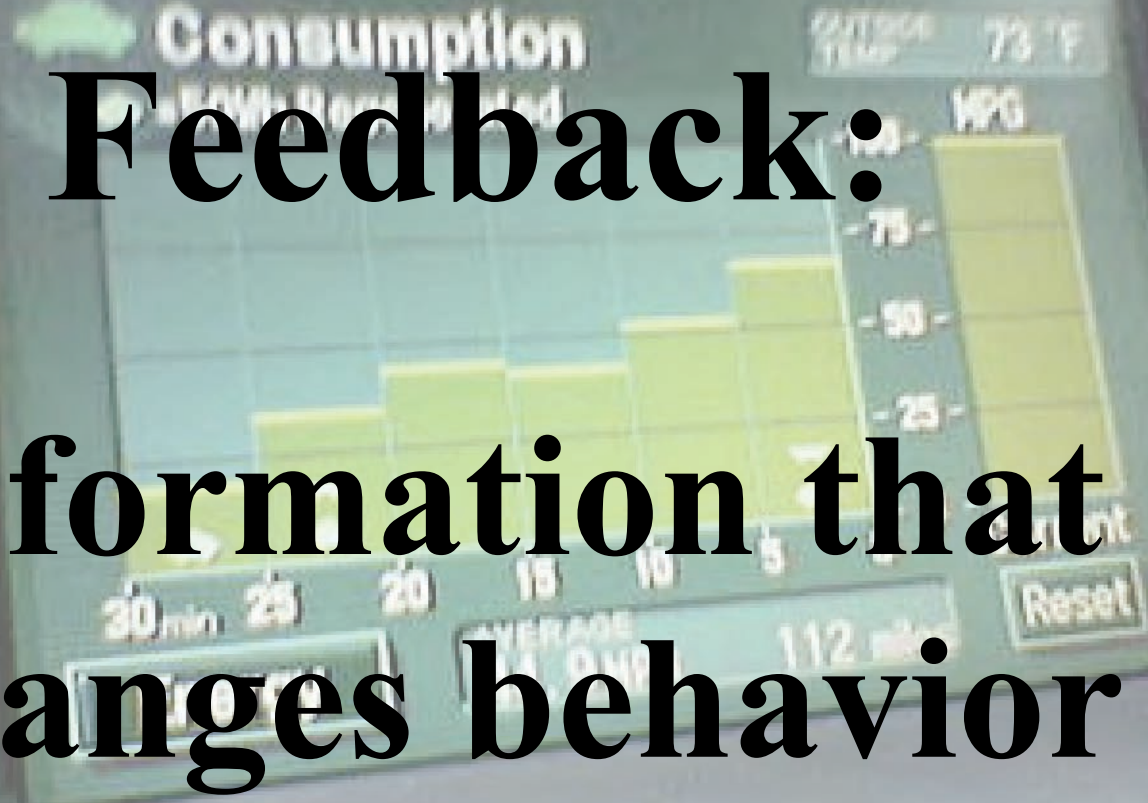
JM Juran, 1948



“We all know this”

Generative Feedback:

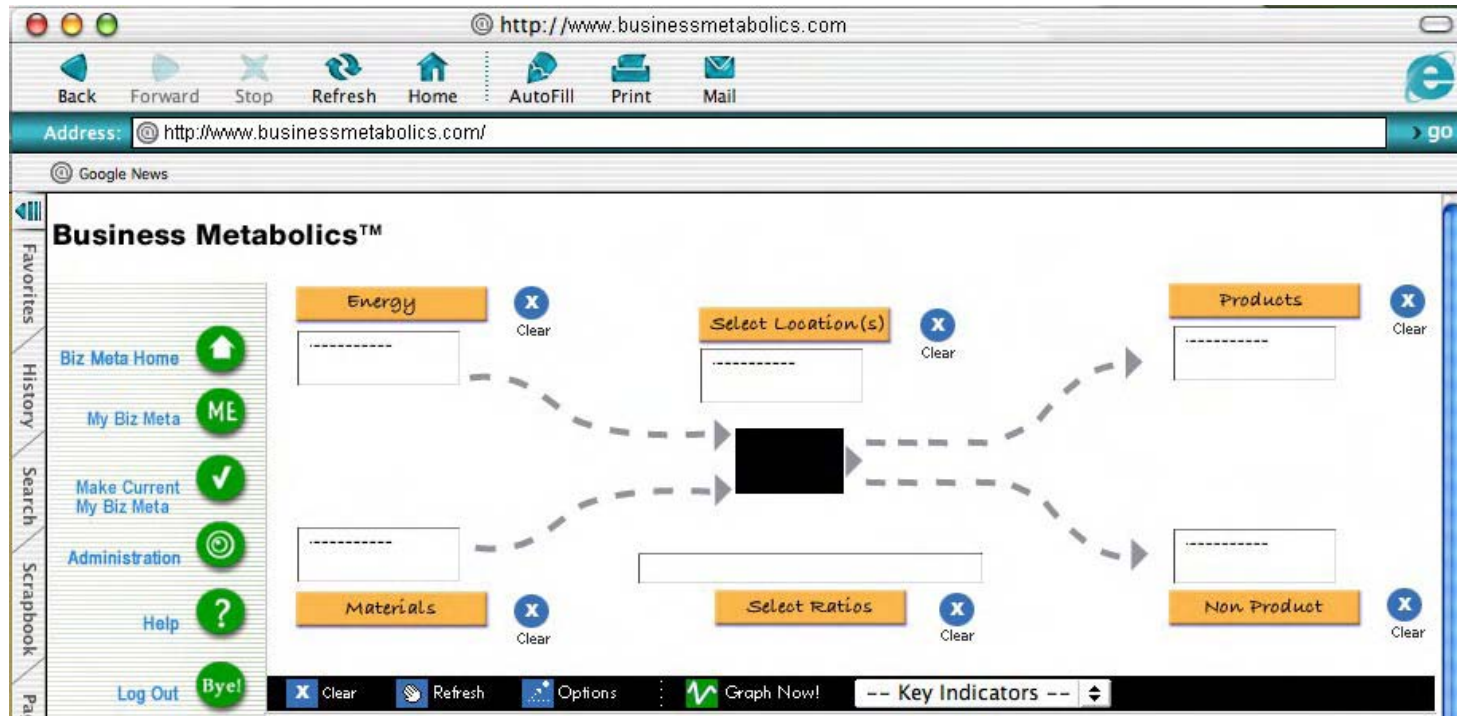
Information that
changes behavior





Metabolic framework

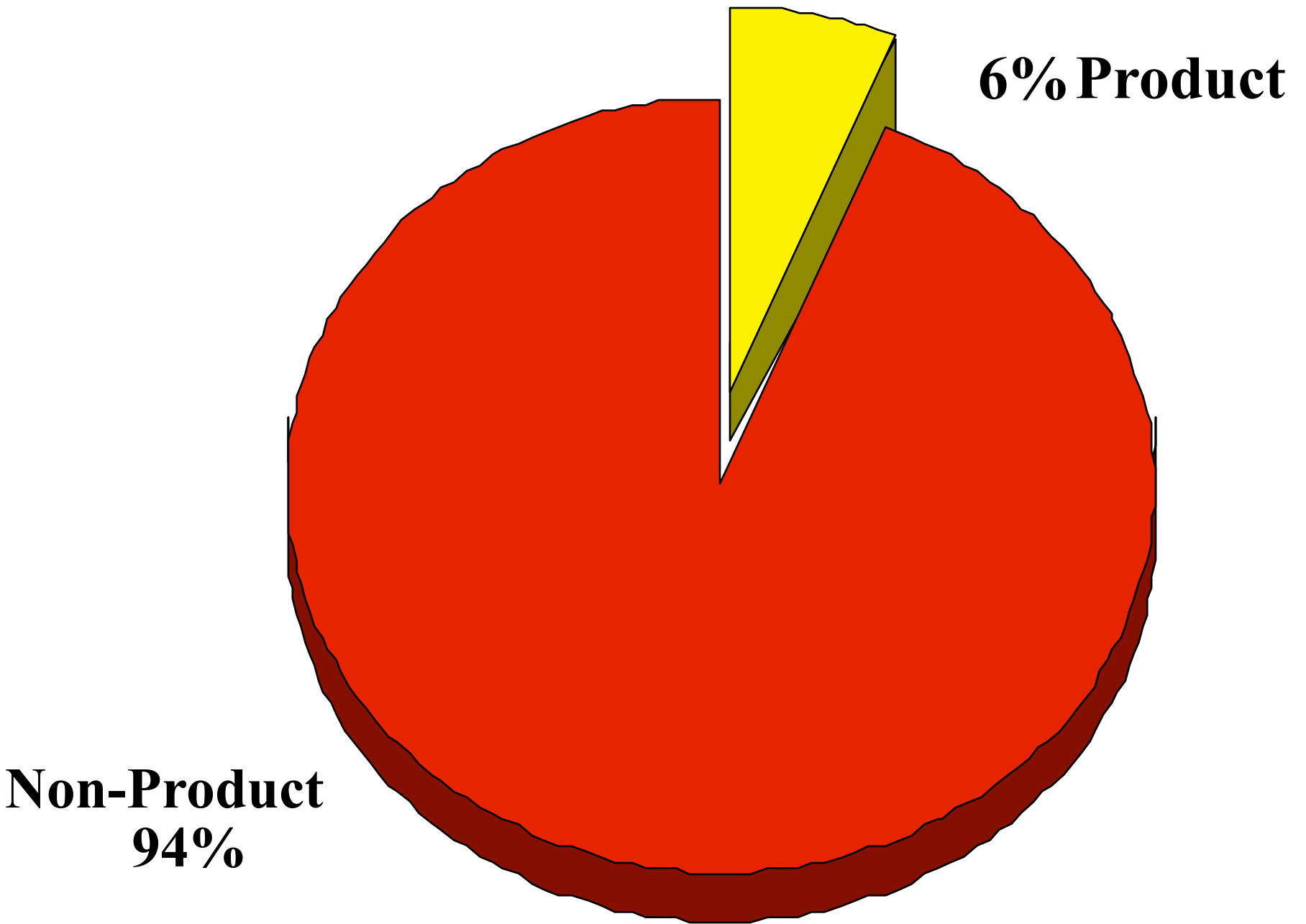
2 things in, 2 things out...



- Resource productivity trends
- Key ratios
- Throughput Pie™
- Internal+External Benchmarks
- Link “environmental” & business factors

It makes no sense...

- **To purchase more energy than needed**
- **To invest resources, plant, equipment, labor, etc, in output that adds no value**
- **Therefore:**
 - Reduce inputs
 - Improve throughput efficiency
 - Turn NPO to product
 - Eliminate NPO

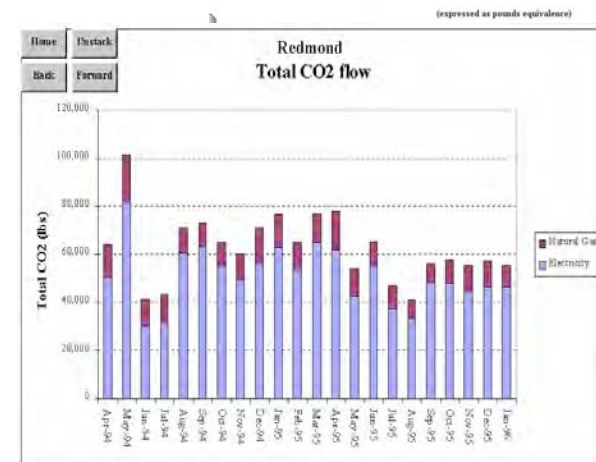
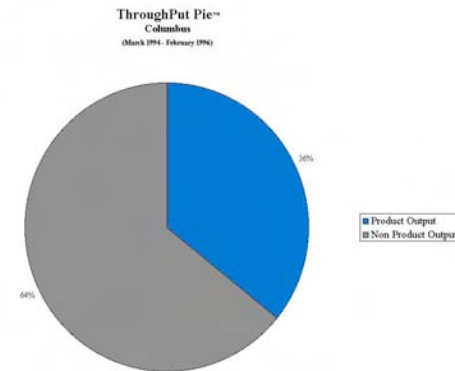
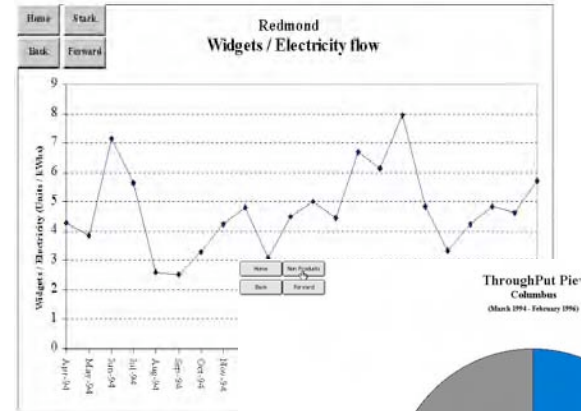


Three *key* “key indicators”

- **Return on resources**
 - eg, Profit/kWh
- **Throughput pie™**
 - Product/NonProduct ratio
- **Carbon footprint**
 - Extraction, production, distribution

Plus one:

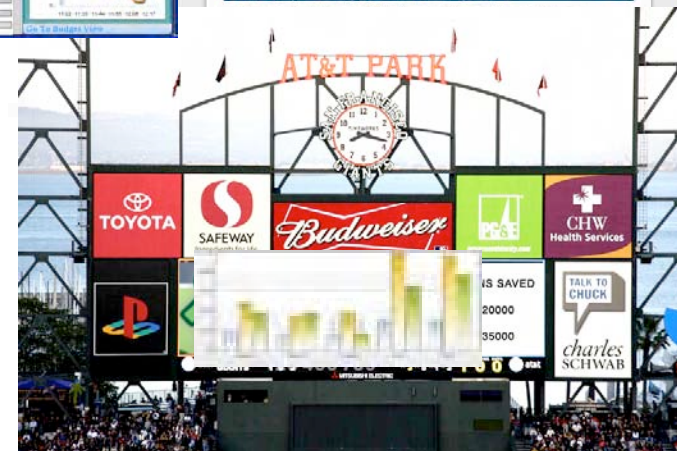
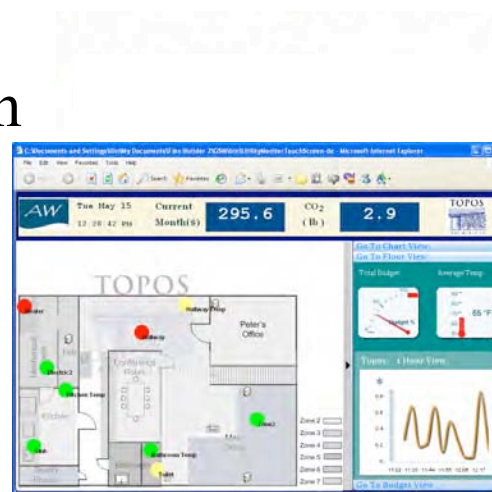
- **Ecological Footprint**
 - Relation of burden to carrying capacity



Dashboards

Track & drive performance

- **Companies**
BusinessMetabolics.com
- **Campuses**
OpenEco.org
- **Homes**
AgileWaves.com
- **Cities & Regions**
National Carbon League
- **Generative Feedback**
NatLogic.com/dashboards



Design & selection criteria

- **Accurate**
- **Timely**
- **Relevant**
- **Scalable**
- **Visual**

[A. Ariaanse, et al]

Design & selection criteria

- **Builds understanding & leverage**
- **Aligns environmental & economic measures**
- **Supports better decisions**
- **Generates *actionable* insights**

[G. Friend]

Flexibility

enables insight.

Ease of use

inspires active use.

Natural Logic, Inc.

**Sustainable performance
you can take to the bank.™**

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CEO Blog: <http://blogs.natlogic.com/friend/>

KPI dashboards: <http://www.BusinessMetabolics.com/>

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