



OH CRIKEY

Drive profits, recruit & retain the very best talent and more... by engaging with ESG, B Corp and Sustainability

Steve McNulty

ESG = Environment, Social and Governance

ESG why do we need to talk about it?

When the market's overseers such as McKinsey & Co, UBS Moody's, EY and similar state that ESG is fast becoming an essential business measure, we know that it is only a matter of time until every ambitious business will need to be able to demonstrate their ESG metrics.

Once our customers, or their customers, are required to demonstrate their ESG metrics, this requirement will be passed down to us and we, in turn, will need to pass it down to our suppliers. For those who were around at the time, this is like the downward pressure created by the Total Quality movement and ISO 9000 (formally BS 5750).

Being a dyed-in-the-wool business leader, Steve looks at this from the leader's viewpoint. He has been a supporter of the triple bottom line of profit, people, planet for a long time and brings a pragmatic outlook to the objective of business being a force for good in the world.

But what about the World? What's often forgotten is, that to help others, we need to put our own oxygen mask on first! This means, making sustainable profits. We can only do this if we have the structures, skillsets and mindset needed to maintain performance under today's continual pressure.

When peak performance meets ESG they can collide, or they can connect. Steve believes and demonstrates why high-performance and ESG together help create a virtuous cycle of improvement.

For ambitious and determined business leaders in the SME market, this is nowhere near as hard as it may seem! Many companies are performing to some degree in this area, if they only knew where to look...

Value to participants

- An improved and more focused understanding of ESG and B Corp, and how they can be used as a force for good, improve profits, attract and retain great people and enhance brand value
- An action plan to develop further and use to discuss the subject with their teams
- An offer of a free 30-minute catch-up with Steve McNulty, in the following 30 days, to answer any further questions or provide further explanation on specific points.

Workshop Description

The ESG (Environment, Social and Governance) movement is rapidly gaining momentum, with ESG and B Corp programs seen as being important for all companies. Some of the many reasons are:

- Improve profits
- Recruit and retain the best people
- Attract customers
- Build fellow B Corp alliances
- Help your environment
- Help your community
- Help the Planet

This workshop is facilitated by Steve McNulty, a former Vistage Member who is now a Speaker, Chair and Chair Emeritus. Steve is a qualified B Leader and Red2Blue Advanced Coach (high-performance for teams and individuals)

The workshop aims to create awareness and clarity in:

- What is ESG and B Corp
- Ways in which companies can profit from engaging with ESG
- How to develop an effective map, language and action plan for maximum impact on profits and more...
- How is this important for you
- Why now is the right place and the right time.
- How certification might not be the prime objective
- Understanding where you are and where you might need to be.

The program is interactive, using real examples and includes activities to de-mystify the subject.

This workshop is offered as:

- 1-hour overview (virtual)
- 2-hour introduction (virtual and in-person)
- 3-hour workshop (virtual and in-person)

Be prepared to take away:

- A new perspective on ESG and B Corp
- A simple map and language to use for performance
- An action plan specific to you and your business
- A set of working materials (in digital form)

Contact: steve@oh-crikey.com
+44 (0)7545 855324

Web: www.oh-crikey.com
L-I: [linkedin.com/in/steve-mcnulty](https://www.linkedin.com/in/steve-mcnulty)

