

The
OPTICS
of true business
sustainability

Thomas Dyllick



Business Sustainability



Mega trend
and
characteristics



Challenges for a
contemporary
understanding

1

2

3

4



Historical
development
of the concept



TOPICS
for the
future

Business Sustainability



Mega trend and
characteristics





*The business of
business is....
business*

Milton Friedman
Nobel prize winner Economy 1970

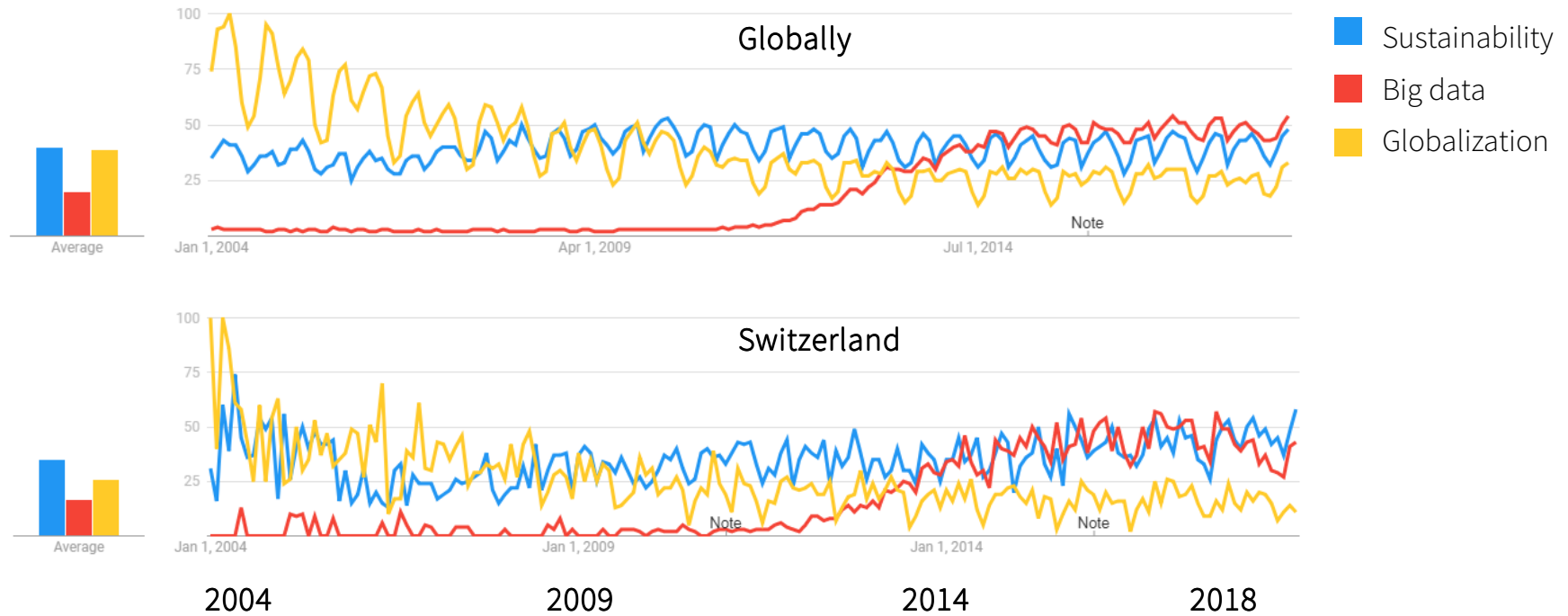


*The business of
business is....
more than
business*

Different authors



Mega trends in comparison



Mega trends in comparison



Digitization will be driving the transformation, but sustainability will be shaping it.

Peter Bakker, President,
World Business Council for
Sustainable Business



Charateristics of sustainability

A societal topic

A normative topic

An ambivalent topic

A topic of different time horizons

A transformative topic

A topic concerning different stakeholders

Society

Purpose

Integration

Time

Organization

Cooperation



Unternehmerische Nachhaltigkeit



Historical
development of the
concept



Two different concepts of responsibility

Philanthropy

Do well in order to do good

Andrew Carnegie

The societal responsibility of
Wealth

André Hoffmann



Business Sustainability

Do good in order to do well

Julius Rosenwald

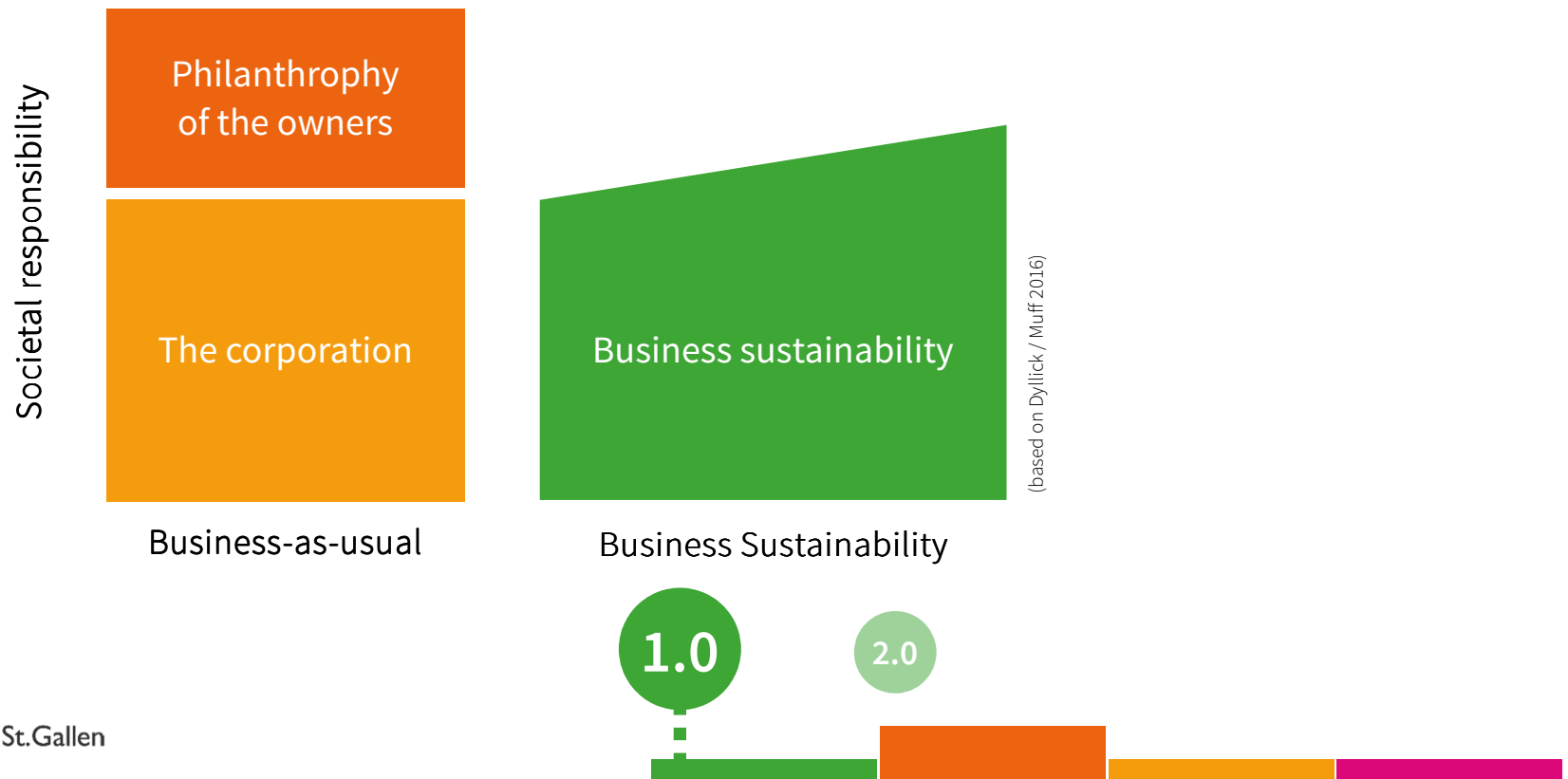
The societal responsibility of the
Corporation

Stephan Schmidheiny

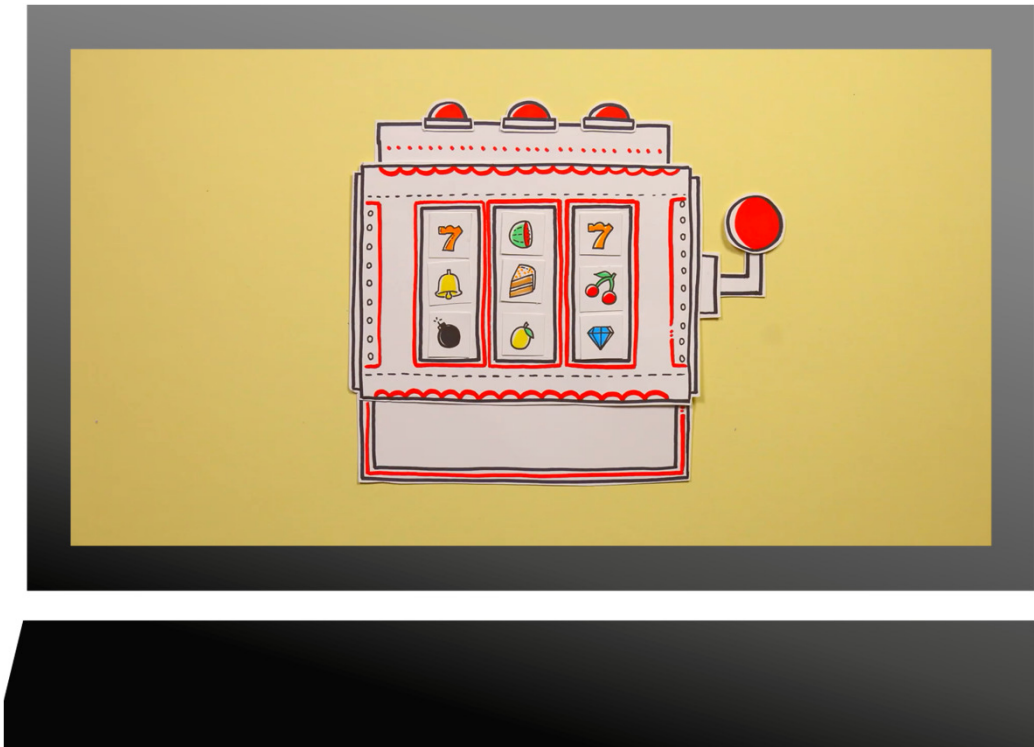


(based on Peter Drucker, 1984)

Starting the discussion about business sustainability



Implementation of the Business Case thinking



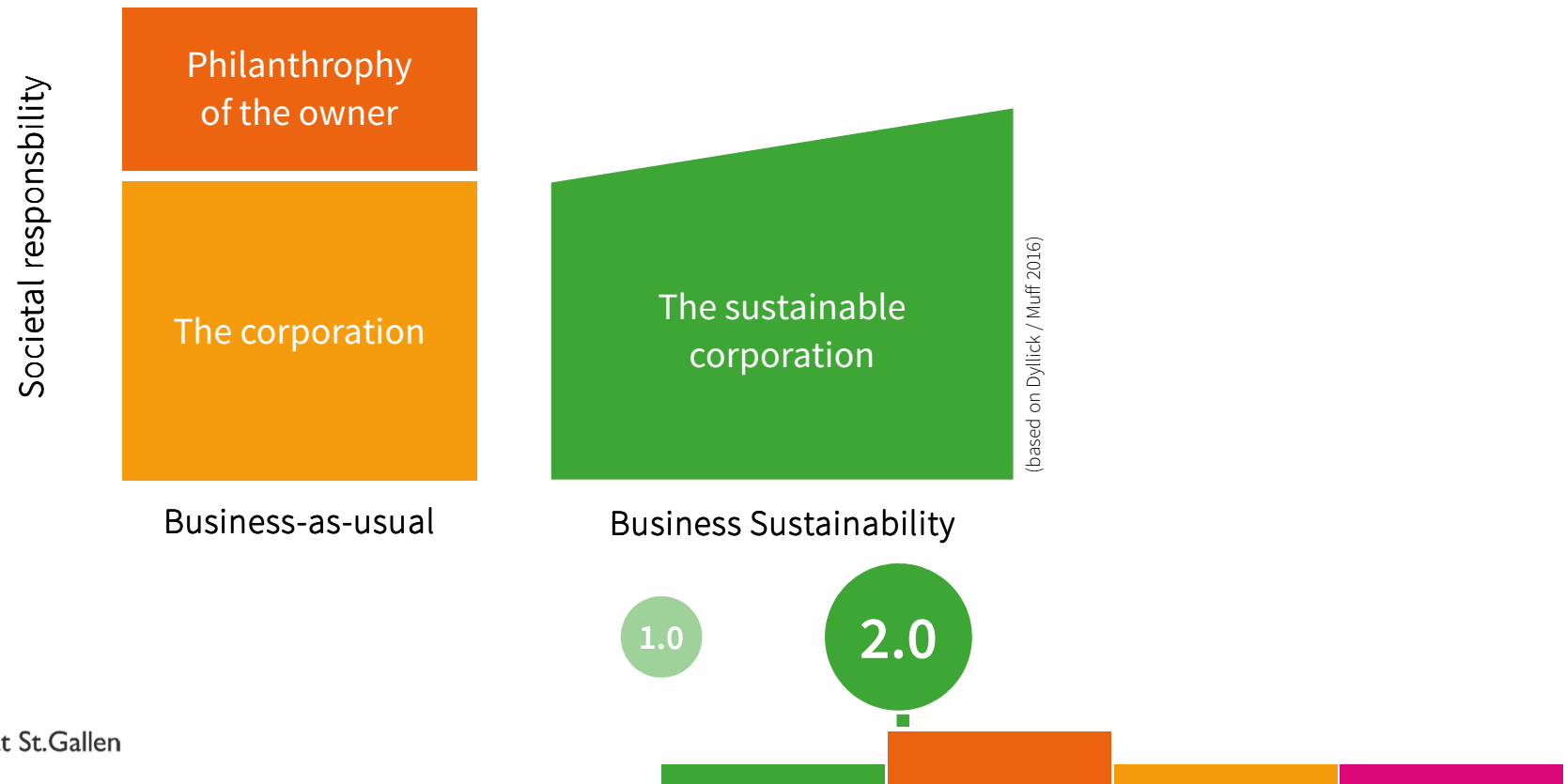
Business
Sustainability

1.0

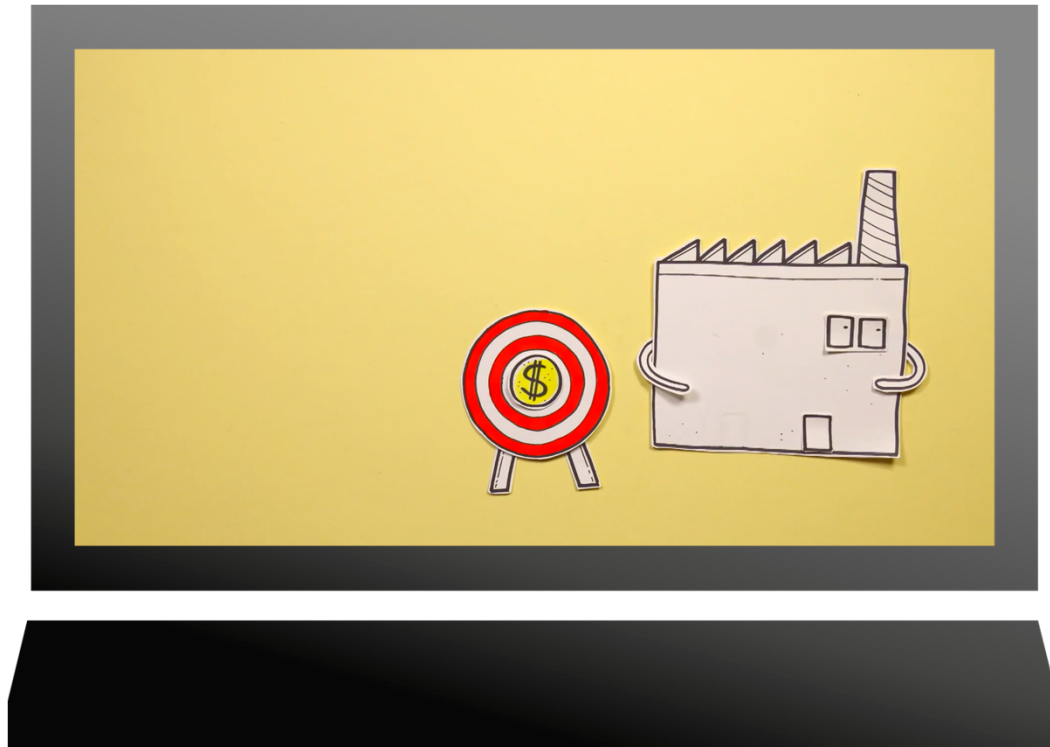
(Extract of True Business Sustainability, Little Green Bags
- <https://www.youtube.com/watch?v=8rwjMc-Ziug>)



Ascent of the Triple Bottom Line



Ascent of the Triple Bottom Line



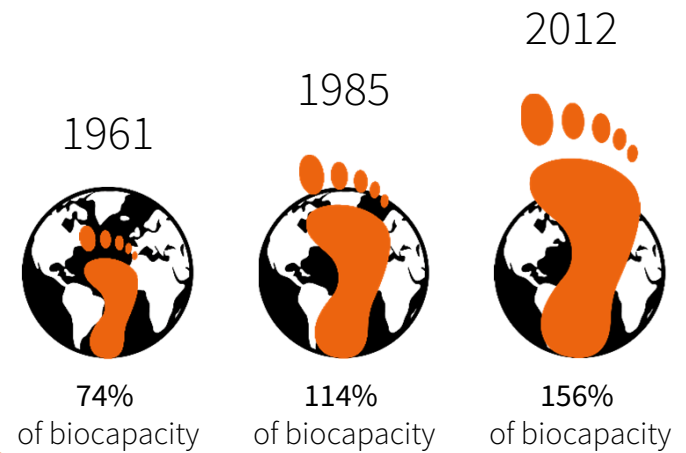
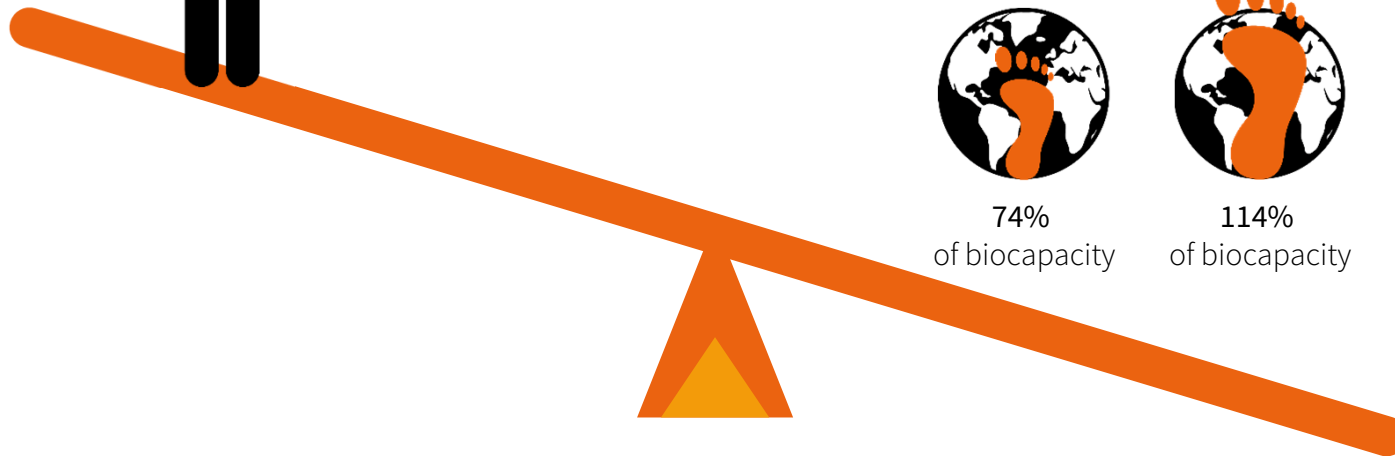
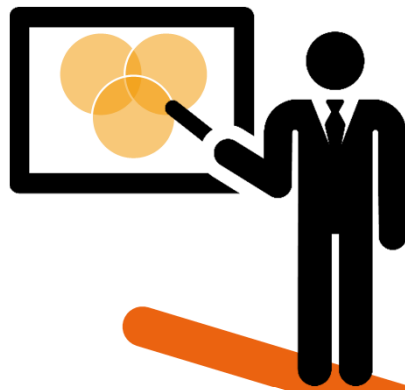
Business
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2.0

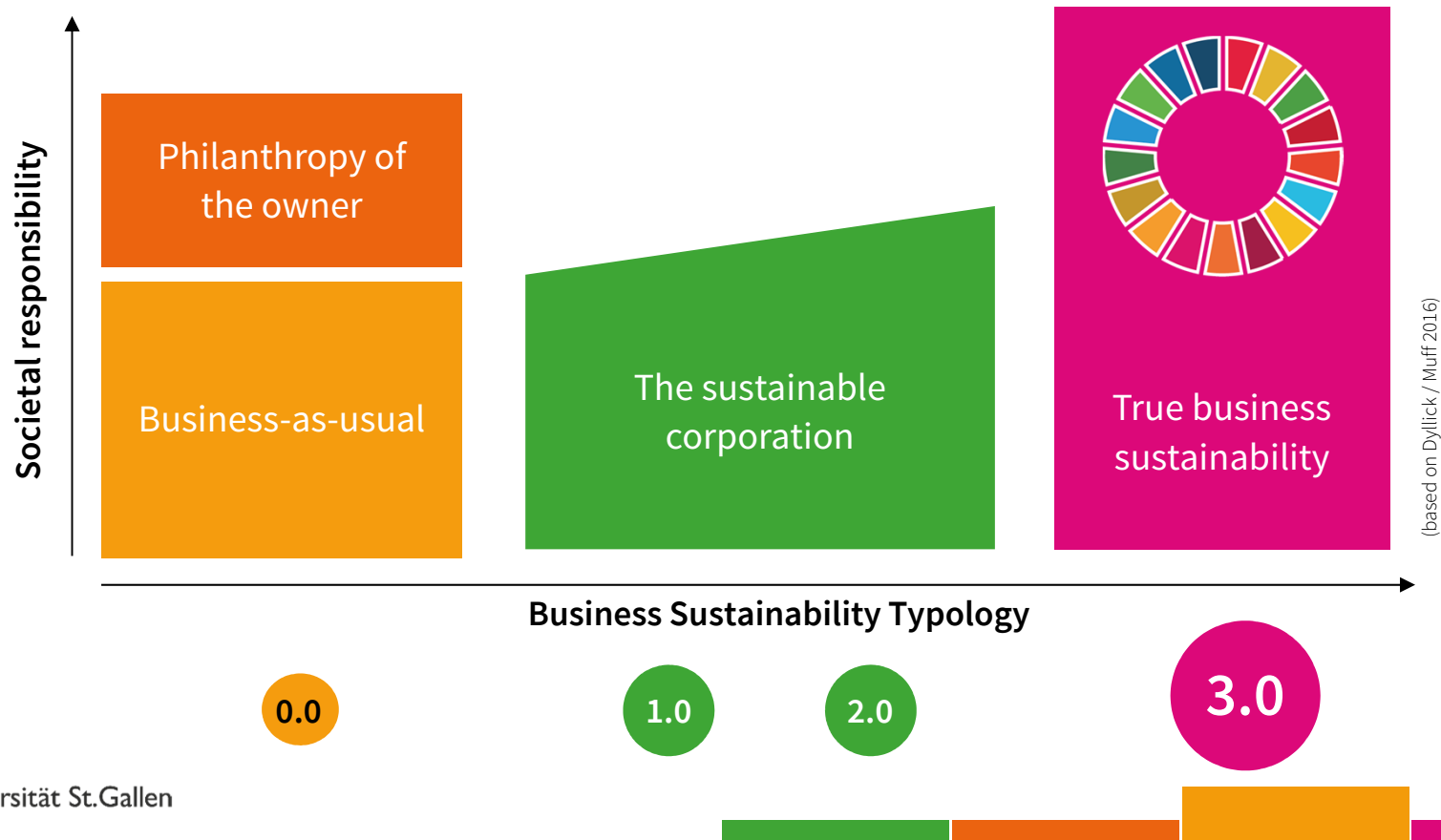
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Limits of the existing model



True business sustainability

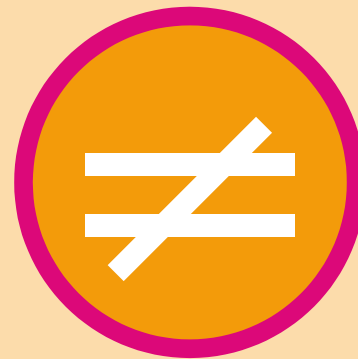
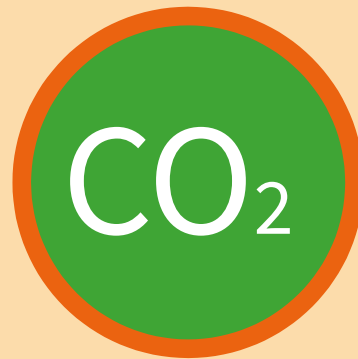


Business Sustainability



Challenges for a
contemporary
understanding

Signs of poorly functioning markets



(Better Business Better World 2017)





The crisis of trust in leadership

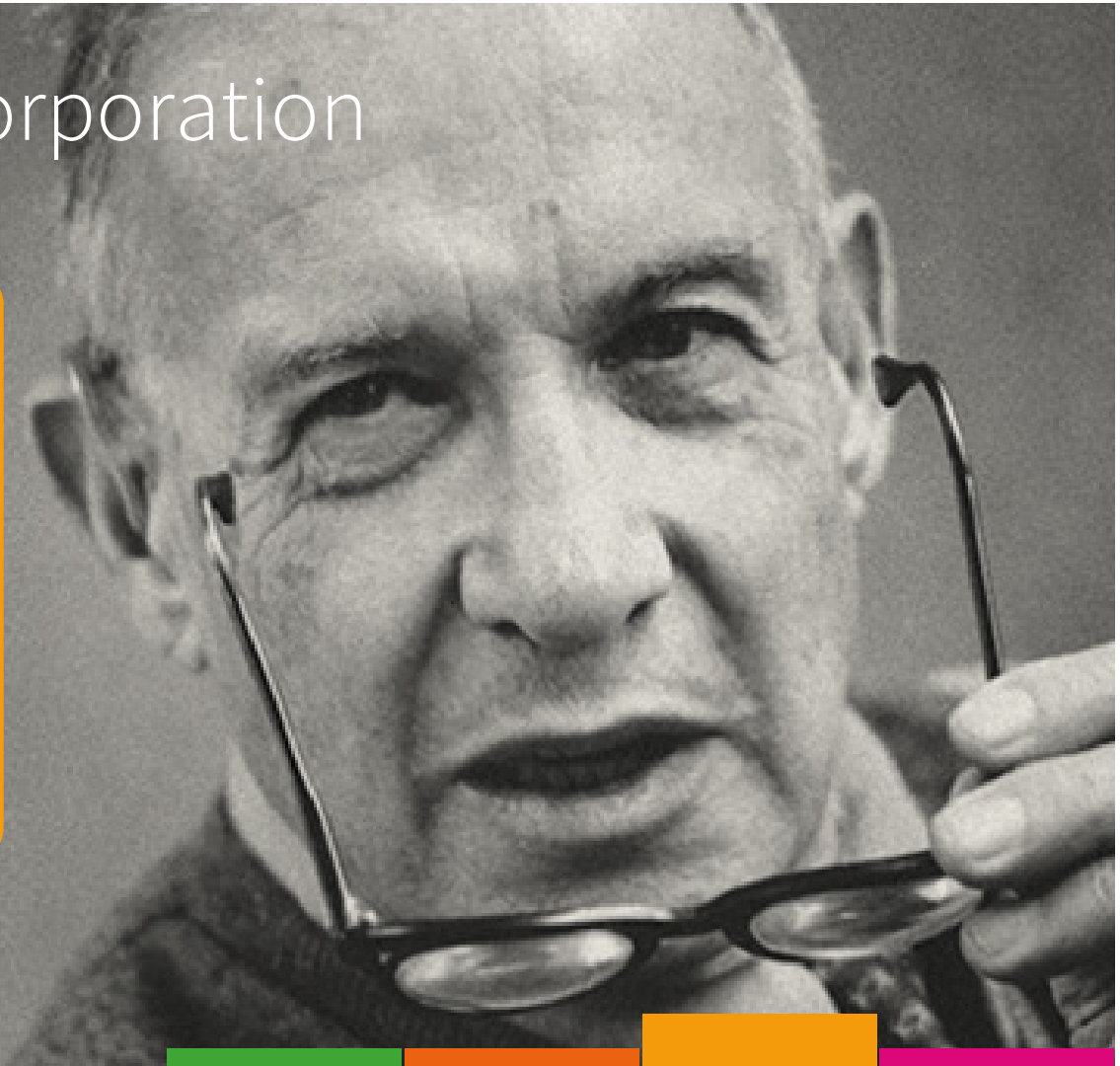
(Edelman Trust Barometer 2018)

Rethinking the corporation



Every single social and global issue of our day is a business opportunity in disguise.

Peter Drucker



The U.N. Sustainable Development Goals (SDGs) as a business opportunity



(Better Business Better World 2017)



A profound system transformation



Business Sustainability

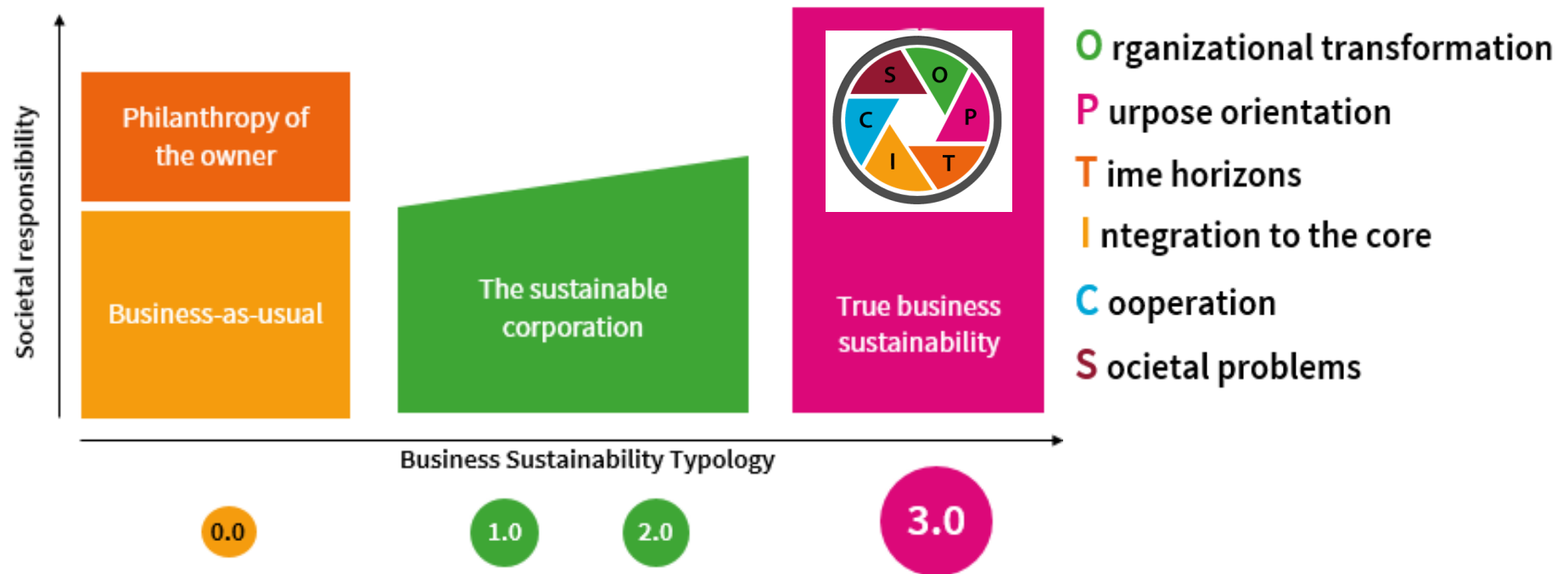


TOPICS for the
future



The OPTICS of 3.0

Six pathways towards true business sustainability





Societal Problems



Universität St.Gallen





Purpose Orientation



MAKING SUSTAINABLE
LIVING COMMON
PLACE



ONE PLANET
ONE HEALTH



A FORCE FOR
POSITIVE CHANGE
IN THE WORLD

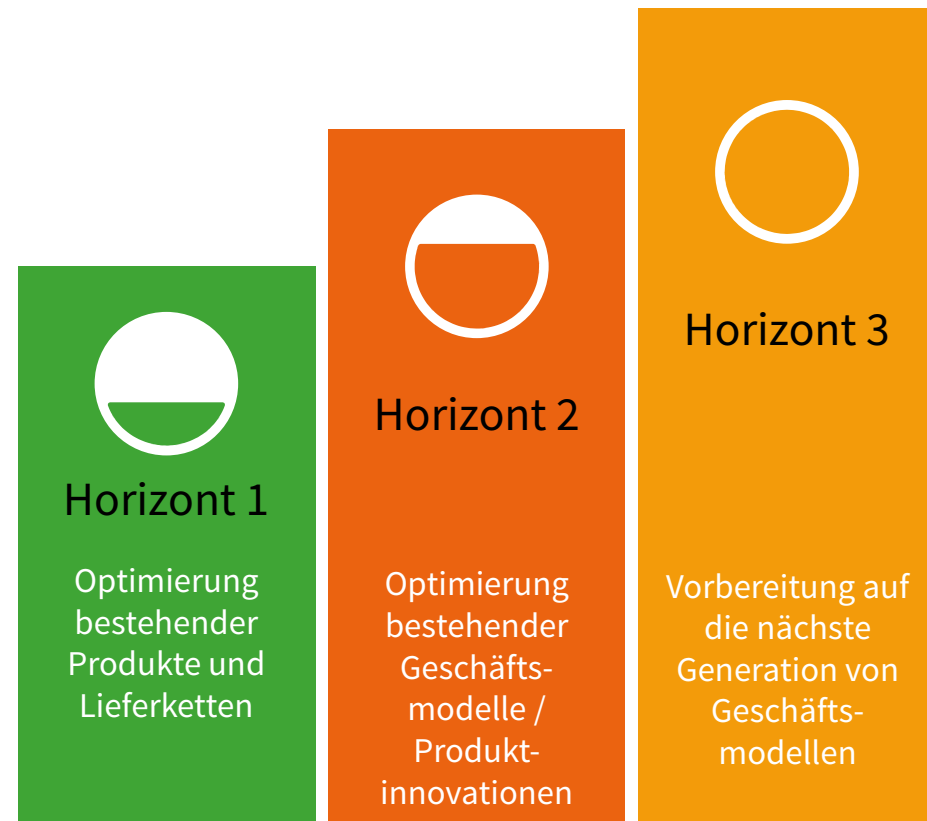


Integration
into the core





Time Horizons





Organizational Transformation



Universität St.Gallen





Cooperation



OPTICS for organizations



The new perspective (**OPTICS**) enables the implementation of a true business sustainability.



- O**rganizational transformation
- P**urpose orientation
- T**ime horizons
- I**ntegration to the core
- C**ooperation
- S**ocietal problems

