

Transform, Accelerate, Lead: A new call to action from Coro Strandberg

Hello Friends:

All around me I see active, busy people. We're caught up in the demands of work, volunteer and community obligations, while trying to carve out some downtime to savour with family and friends. "Balance" can seem an evasive goal! I know I feel that way sometimes, as I consider all the things I want to do to accelerate a sustainable future for all. I feel deeply fortunate that I am engaged in purposeful work where every day, I can lace up my sneakers and blaze more trails!

Quickening the pace

Sneakers are an apt metaphor for a race we're in together. To enable nine billion people to live well on our planet by 2050, we all must accelerate efforts to move beyond "everydayism", to radically shift business strategies, functions and models and become more transformational in our sustainability efforts. It's a race that challenges us like never before.

I have been sprinting in this sustainability and social change race for 30 years now in various roles, and for the past 10 years, as a consultant. Looking ahead to the next decade, I am retooling my services to help companies, governments and industry sectors amplify and scale up for greater business and social benefits in this race against time. I've consolidated my experience and work into a focus on transformational innovation, the board's sustainable governance role, transitioning professional standards and industry sectors to sustainability, helping governments to partner with business and industry and embedding sustainability into corporate culture. These are the areas where together, we can create transformational change to business and the world.

New website up and running

One of the most visible signals of change to Strandberg Consulting is the release of my new website. It's a reflection of my accelerated focus on enabling companies and sectors to move beyond "incrementalism" to become transformational. My website has been designed to make access to resources – from research and best practices to advice and tools – faster and easier.



New features you'll find on my website:

- [Publications](#) have been reorganized into my areas of research, thought leadership and guidance. It's now easier to find resources on transformational leadership, sustainable governance and implementation, social sustainability, sustainable finance and sustainable industry and professional associations.
- a new "[Case Studies](#)" section describes real challenges and solutions.

A call to action

I've gravitated towards three powerful verbs that speak to the compelling opportunity that awaits organizations that want to tackle systemic social and environmental issues to realize benefits for not only their business, but for society at large: **Transform**, **Accelerate** and **Lead**. They are more than words, though... they are a cogent call to action for companies that aspire to be game-changers in the sustainability journey.

Here are some of the ways I've been bringing those words to life over the past year:

Transform: Qualities of a Transformational Company Guide and Portal

I collaborated with [Canadian Business for Social Responsibility](#) (CBSR) to write a guide on Transformational Company Qualities (TCQ). The resulting definitive go-to resource is the benchmark and checklist for anyone interested in the essential requirements of CSR or sustainability leadership. This **free** guide represents the culmination of my work and thought leadership over the past two decades. It is packed with original content containing the latest research, tools and resources on more than a dozen uber qualities leading companies must demonstrate in order to transition themselves, their sector and society to a sustainable future. This one-of-a-kind TCQ guide is available via a portal on the CBSR website, where you'll also find other resources on sustainability leadership, including a [short video](#), [webinars](#) and [case studies](#).

Check out the [TCQ How-To Guide](#) for best practice ideas if you are initiating or scaling up your CSR or sustainability strategy.

Lead: Social purpose tool for strategy discussions

I developed a [social purpose tool](#) for strategy discussions. This is a handy one-page reference to help leaders discuss and agree on how to pivot the business model from modest, philanthropic impacts to scaled and catalytic investments where customers come to believe the world is better off if they do business with your company. Use it to start social purpose discussions in your organization.

Accelerate: Engaging the Value Chain webinar

To become "sustainable" business needs to go beyond a narrow focus on reducing their direct operational footprints to engage their value chains – suppliers, business partners and customers – to improve social and environmental impacts along the full product life cycle. This will build their brand, reduce risks, and strengthen the social license to operate and grow. Value chain influence is one of the top Transformational Company Qualities described in the Guide.

If you want to know more about this new business imperative, join me in this one-hour Conference Board of Canada Webinar on Tuesday, December 1, 2:00 pm ET. You will learn why and how leading companies engage their value chain stakeholders. Frances Edmonds, HP Canada's Director of Environmental Programs, will also share how the company is accelerating its journey toward more sustainable computing and printing through value chain innovation.

[More details at this link](#). A \$50 discount is available by emailing publications@conferenceboard.ca with the code **ECCORO**.

Strandberg's Sustainability Tips, Tools, Trends & Trailblazers

Sustainability competencies

To succeed in the future, business leaders will need sustainability competencies. I conducted global research into these qualities, which can be embedded into company competency models, leadership development, succession planning and recruitment programs. Share them with your board, CEO or HR manager. [Here is an article](#) on how you can harness this research in your organization.



- TOOL** [Sustainability Talent Management](#)
- TOOL** [CSR criteria for CEO recruitment and succession planning](#)

Social purpose and sustainability strategy development

I have begun advising organizations on how to become transformational and social purpose. I have had the pleasure of working with lululemon, Manitoba Liquor and Lotteries, Global Container Terminals, [Libro Credit Union](#) and [Vancouver Community College](#) on their CSR and sustainability strategies, and introducing the new leadership standard to leaders and boards. [Social purpose and transformational companies](#) are the game-changers, the new breed of business.



Sustainability Governance and Implementation

Over the past year, I have been supporting organizations – including [MEC](#), The Co-operators, City of Surrey and Servus Credit Union – to address a common implementation challenge: embedding sustainability into governance, functions and everyday business decisions. Here are some [quick reference tools](#) I developed to help with the embedment task.



Adapting the Qualities of a Transformational Company: Water Leadership & Sector Leadership

Recently I have been adapting the Qualities of a Transformational Company to sustainability topics such as water and to industry sectors, such as colleges. For guidance on becoming a transformational water steward, check out the first tool. For inspiration in adapting the transformational company qualities to your sector, check out the second link.



- TOOL** [Transformational Corporate Water Leadership](#)
- TIP** [Transformational Education Sector](#)