

Business Through the Sustainability Lens

Based on Professor Bhattacharya's recent book "[Small Actions Big Difference](#)," this talk shows how companies can integrate environmental and social concerns into all their business decisions – from the mailroom to the boardroom – and thereby be part of the solution to our existential crises. Fueled by a sense of purpose, the transition from a sole focus on profits (i.e., the traditional bottom line) to a focus on people, planet and profits (i.e., the triple bottom line) is critical for all companies that want to be around long term. Such a transition, via the "sustainability ownership experience," is a surefire way to ignite employees, provide more meaning to their jobs and endear them to their companies, boosting employee engagement. It's a veritable win-win-win for companies, their employees and our planet and people.