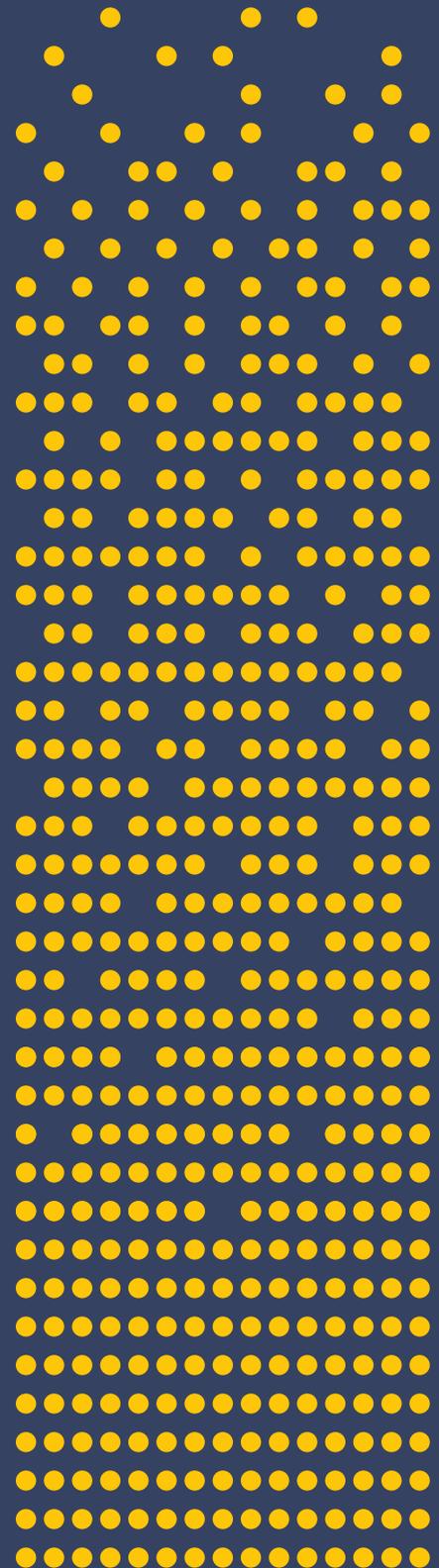


All In

Checklist

**30 strategic
and practical actions
to ensure business
success and create
the world we want
by 2030**





Five leadership attributes – **Purpose, Plan, Culture, Collaboration, and Advocacy** – underpin current best practice in leading companies. These attributes represent the essential qualities for corporate sustainability leadership now through 2030, together comprising the **All In** Leadership Framework. We arrived at these five interlinking attributes based on our analysis of the two decades of input representing the opinions of the thousands of experts who have responded to the GlobeScan-SustainAbility Leaders Survey over the years and the senior business leaders we interviewed for **All In**.

The following checklist of practical and strategic actions for companies to follow in developing and implementing corporate sustainability strategies are built around the five attributes. The checklist will help companies begin the process of developing their own roadmap to world class corporate sustainability leadership.



Purpose:

Why we do what we do; the organizing idea for why the business exists

- 1 Create an authentic and clear company Purpose that drives both business and sustainability impact in line with all five leadership attributes.
- 2 Build credibility by using Purpose to ensure consistency and excellence in company Culture and Plan at a macro level, and by using Purpose as a litmus test for company performance metrics, measurement, and reporting.
- 3 Empower people across the organization to apply the Purpose as a decision framework to make quicker, better, and more aligned decisions consistent with company Purpose and Plan and which reinforce company Culture.
- 4 Ensure the Purpose inspires and mobilizes people inside and outside the organization to drive sustainability impact.
- 5 Evolve company products and services in line with Purpose, taking Purpose into consideration during all aspects of every product and service life cycle.
- 6 Align company Purpose with the SDGs; use Purpose to prioritize pursuit of the most relevant SDGs in Plan.



Plan:

What we do and what we aspire to do as an organization

- 7 Develop a comprehensive Plan for the full value chain including timebound goals, metrics, and science-based targets plus rigorous measurement and reporting systems; ensure Plan aligns with and enriches company Purpose and Culture and enables company Collaboration and Advocacy.



8 Undertake a detailed and regular process to identify social, environmental, and economic impacts; cross-reference these to stakeholder wants and needs and feed results into business planning and execution.

9 Design, test, and evolve a circular or regenerative business model.

10 Anticipate and proactively address societal issues of growing importance such as plastic reduction, tax, lobbying, executive compensation, gender pay equity, artificial intelligence, and hyper global inequalities.

11 Assign roles and responsibilities across key functions, business lines, and geographies to ensure a joined up and integrated Plan execution.



Culture:

How we do things around here

12 Nurture a Culture aligned with and supportive of company Purpose and Plan and which enables company Collaboration and Advocacy.

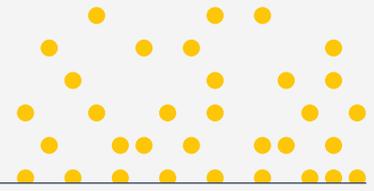
13 Develop and apply clear and complete metrics; measure and report publicly on performance against Plan and hold people accountable for results.

14 Ensure company personnel have the required leadership competencies to deliver Plan and that top leadership especially is committed and credible: committed to Purpose and Plan and credible in their pursuit of it as well as in Collaboration and Advocacy efforts, i.e., consistent, authentic, walking the talk, and modeling the right behavior.

15 Develop and nurture board members so that they are simultaneously mentors, monitors, stewards, and auditors of management's commitment to corporate sustainability.

16 Empower employees to advance sustainability initiatives by giving them the permission and capacity to do so.

17 Put stakeholder engagement mechanisms in place; encourage board and senior management access to internal and external sustainability experts and advisors.



18 Put sustainability at the core of company innovation and R&D; use the SDGs to frame a broad view of desired outcomes for both the company and society.

19 Push change in the composition of the Share Register to increase the percentage of long-term shareholders.



Collaboration:

Who we work with in other businesses and other sectors of society to be more effective

20 Make Collaboration an essential organizational competency aligned with company Purpose, Culture, and Advocacy, which helps deliver the company Plan.

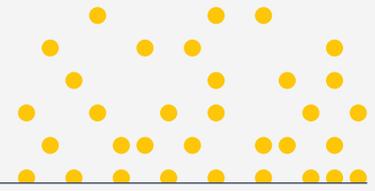
21 Equip all personnel involved with Collaboration with the skills required to optimize results for both the company and its partners.

22 Engage, empower, and share sustainability performance knowledge with and among suppliers.

23 Review external Collaboration efforts and prioritize those best matching company Plan, most closely aligned with company Purpose and consistent with company Culture.

24 Embrace diverse and complex Collaboration initiatives to understand and address systemic challenges and to bring about the adoption of pro-sustainable development public policy more quickly with businesses inside and outside your own industry and with government and civil society.

25 Ensure Collaboration and Advocacy efforts mutually support; convert Advocacy programs into Collaboration initiatives when appropriate.



Advocacy:

Where we use the authority of the business to encourage others to act to advance social justice and sustainable development

26 Use Advocacy to clarify organizational values and intentions in line with company Purpose, Culture, Plan, and Collaboration and to build support to address systemic sustainability challenges.

27 Ensure company leadership at every level understands and is equipped to explain how the company's sustainability commitment is reflected in Purpose, Culture, Plan, and Collaboration, and how it helps create and maintain long-term value and provides benefit to society.

28 Align board, executive, and staff Advocacy positions to support pro sustainable development public policy regionally, nationally and internationally.

29 Share sustainability knowledge and experience to inspire and encourage other companies and to deliver greater scale and impact as fast as possible.

30 Foster the permission and skills to effectively advocate, which includes understanding the context, driving change, and having the courage to be a torchbearer.