

7 mistakes CEOs make when trying to implement a sustainability strategy

Failing to consider the business case

Stagnation in sustainability efforts and limited employee engagement. Missed cost-saving opportunities and decreased operational efficiency.

Forgetting to involve stakeholders

Not involving the key stakeholders can cause progress delays, resulting in the costs going up.

Under allocating resources

You'll be compromising the outcomes of your initiative. You also risk decreasing the productivity of your employees.

Keeping your progress a secret

Not measuring and communicating your progress will result in decreased stakeholder confidence. You also risk creating a negative perception of your brand.

Focusing on Short-term benefits

Missed opportunities to innovate and differentiate. Difficulty in meeting customer expectations. Increased vulnerability to changing customer preferences.

Trying to do it alone

Not involving other stakeholders will result in decreased employee productivity, damaged relationship with the community and a competitive disadvantage.

Failing to report and disclose

You risk compliance issues, penalties and damage to your reputation. Decreased trust leads to difficulty attracting socially responsible investors.

Want to avoid these mistakes?

Would you like to talk to an expert? Book a call with one of our team to learn about how to implement a Sustainability Strategy successfully

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