Most organisations don't have a sustainability problem. They have an integration problem.

Good & Should helps businesses turn growing expectations and requirements into clear priorities and practical action. We bring overlapping demands together, reduce duplication and build the response into how the business runs.

WHY WORK WITH US

01 Deep in-house experience

Executive accountability across people, safety, compliance and sustainability. We connect today's demands with commercial priorities and what's coming next, building responses that can adapt without starting again.

02 Board and C-suite readiness

We distil what matters, what disclosures leave unsaid and what leaders need to ask. Mentoring and practical guidance put that insight into strategy, budgets and targets early, so the Board and C-suite can test delivery plans and make informed decisions as risks evolve.

03 Our dancefloor is the how

We translate sustainability, risk and compliance requirements into clear priorities, find the overlap and resolve the differences. Then we give the work an owner and build it into the processes your teams actually use.

04 We've written the supplier questionnaire. And answered hundreds.

Experience from the buyer's chair and the supplier's inbox. We understand what customers need to know, how to explain it and what it takes to meet their requirements using and strengthening what is already in place.

05 Clear, practical, people-first

Good work needs people who can carry it. We make the technical understandable, align the teams involved and build capability that stays.

06 We've made the mistakes, so you don't have to

We bring the lessons from programmes, systems and processes that met real-world resistance. We know what to streamline, what takes time and when to stop adding more. We set realistic expectations with the people involved and make better use of what's already there.

When to bring us in

01

Your customers are asking for more.

Whether you're responding to an existing client's query, developing new products or services or looking to secure new clients we help you meet their needs, and focus time and attention on the most material sustainability and sourcing requirements. We connect the evidence, supplier practices and governance with how your business operates.

02

The audit found gaps. The clock is running.

We help establish what needs attention, who owns the fix and what evidence will show progress, then coordinate delivery across the teams and specialists involved.

03

Something has changed. You need it to work.

A new platform, process or compliance requirement can expose gaps across the business. We identify how people, systems and controls interact, spot warning signs before problems escalate, and coordinate the response. Then we put the change into practice and reduce the risk of recurrence.

04

The requirements keep growing. You need a way through.

Disclosures, like climate, need the same discipline as financial reporting. We help the Board and management interpret what matters, identify gaps in evidence and accountability, and connect the response with financial and operational risk. Then we organise the work across the business.

05

You're doing good work. There's more value in it.

You want to build on what's working, sharpen the strategy or prepare for investment or refinancing. We connect ESG policies, evidence and outcomes with the criteria of relevant funding sources early, so leaders can assess opportunities and address gaps before financing deadlines.

06

The story needs something to stand on.

We help you make clear, substantiated sustainability claims and manage greenwash risk so you can tell your story with confidence. We connect the wording with evidence, approvals and regular review, so teams know what they can say and what supports it.

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Our Founder's track record

Selected achievements from Olivia's executive and professional roles.

$4B+
responsible sourcing assessment coverage

~$10M
First Nations supplier spend

2,000+
people across 40+ sites

STRATEGY AND COMMERCIAL VALUE

- Introduced job-specific life-cycle carbon footprints and client-facing reports. ASX-listed marketing services company.
- Doubled the ANZ team in 12 months, with new impact, project and performance frameworks. Boutique B Corp professional services firm.
- Embedded responsible sourcing practices within the supply chain, covering palm oil, seafood, ethical sourcing and packaging. ASX top 20 retailer.
- Designed and implemented the first corporate responsibility strategy across four global markets, overseen by a CEO-led council. ASX-listed global wine company.

RISK AND COMPLIANCE

- Harmonised ESG & regulatory reporting, governance and compliance processes, clarifying who owns what. ASX-listed marketing services company.
- Built human rights and modern slavery risks and controls into core risk frameworks. Big four Australian bank.
- Implemented risk assessment technology and processes to meet management standard requirements for third-parties. Big four Australian bank.

SUPPLY CHAIN AND PROCUREMENT

- Designed and implemented a responsible sourcing assessment covering ~$4.7B in supplier spend. Big four Australian bank.
- Delivered approximately $10M in spend with First Nations suppliers over three years through social procurement practices. Big four Australian bank.
- Played a pivotal role in securing a 100% renewable energy commitment and multi-year power purchase agreement. Big four Australian bank.

REPORTING AND DISCLOSURE

- Led mandatory climate disclosure under AASB S2 as a first-wave reporter, from preparation and assurance coordination to writing and publication. ASX-listed marketing services company.
- Introduced reporting across people, safety, compliance and sustainability to build Board and C-suite clarity and capability, linking strategy, targets and delivery supporting informed oversight of risks and obligations. ASX-listed marketing services company.

PEOPLE AND CAPABILITY

- Established the first people and culture strategy and HR information system for 2,000+ people across 40+ sites. ASX-listed marketing services company.
- Established a first global volunteering programme, lifting participation from 0% to 15% in 12 months. ASX-listed global wine company.

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How we work together

01 **Understand the pressure.**
Clarify what matters, what is missing and what the Board and management each need to know.

02 **Build the workable response.**
Connect strategy, budgets, targets and risk. Agree priorities, owners and realistic timeframes.

03 **Get the work moving.**
Provide practical counsel across management and the Board, translate what each needs to know and coordinate action while respecting their distinct responsibilities.

04 **Make it yours.**
Build capability through mentoring, skills matrices and practical guidance, so leaders and your teams can exercise informed judgement and carry the work.

WAYS TO ENGAGE

Board and C-suite mentoring. Disclosure and risk readiness reviews. Strategy, budget and target alignment. Skills matrices and capability development. Fractional leadership or hands-on delivery of a defined project. We scope the work around the decisions you face and the capability needed to act.

About Good & Should

Olivia Tyler brings nearly 30 years inside complex businesses across consumer products, retail, financial and professional services. She connects sustainability with risk, governance, compliance, operations, supply chain and people, building practical responses that meet today's demands and give businesses the capability to adapt to what comes next.

Career experience. IVE Group | Edge Impact | Westpac | Woolworths | Treasury Wine Estates | Foster's Group | Coca-Cola Europacific Partners[1] | Goodman Fielder

Education. MBA, Melbourne Business School | BEng Environmental, UNSW | BSc Marine Science, University of Sydney | AICD Company Directors Course | Oxford Sustainable Business Programme and Impact Measurement & Management, Saïd Business School

Boards and advisory. Director, Animal Welfare League NSW | Advisory Council, Earth Charter International | Former Director and Chair, Pet Medical Crisis | Former Risk and Governance Advisor, The Lost Dogs' Home | Former Director, UN Global Compact Network Australia | Former Member, Commonwealth Modern Slavery Expert Advisory Committee

Recognition. Chief Executive Women ANZ Sustainability Scholar 2022 | TED speaker, The Complex Path to Sustainability 2017

1 Formerly Coca-Cola Amatil.



Bring me the knot.

Start with what is being asked, what you're looking to achieve and where you're getting stuck.

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Sydney, Australia. On the lands of the Gadigal and Wangal peoples of the Eora Nation.

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