

Ethos

What we do

Read about how we might work together

© Consuming Future 2018

9/10/2018

Published by consumingfuture.com

Consuming Future Ethos

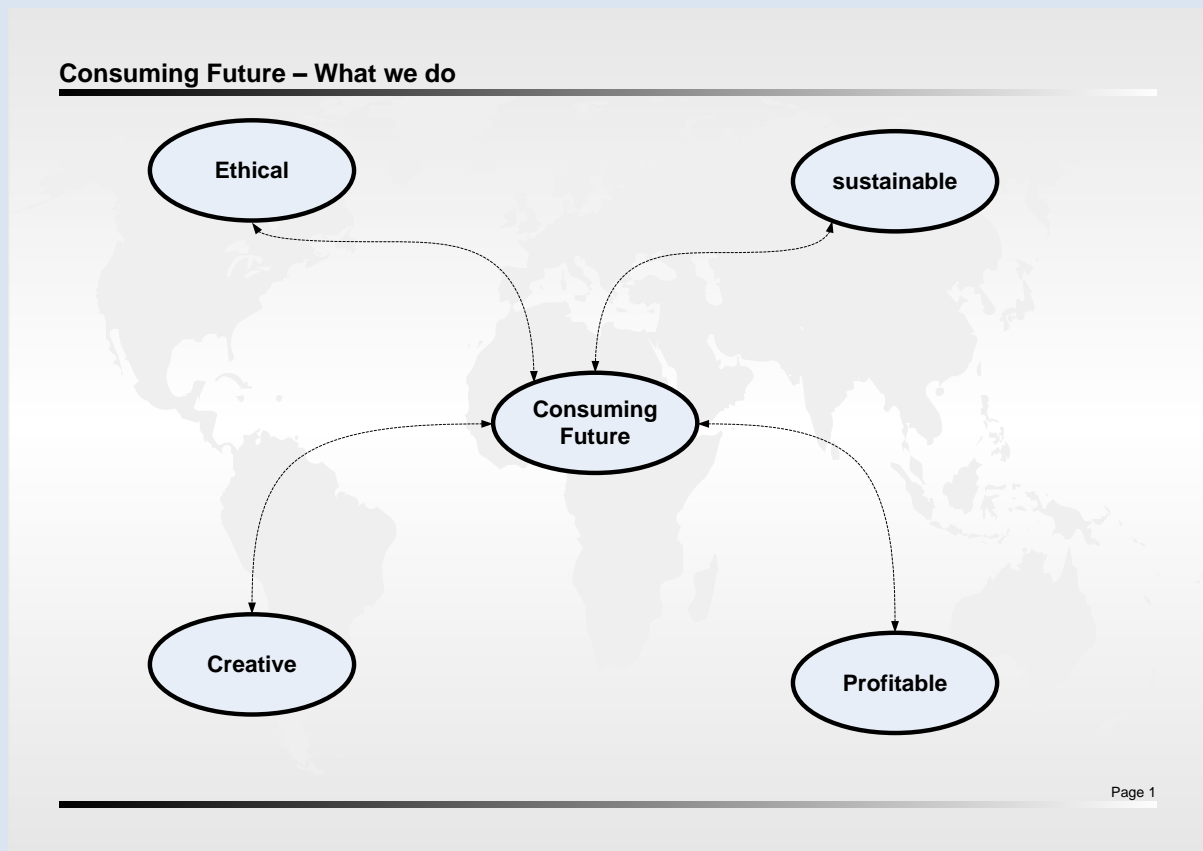


Figure 1 Strategy Framework

Aim

Organization strategies need to be ethical, sustainable, creative and profitable. Consuming Future will show you how and what this means for your organization.

Ethical

Being ethical in everything you do is about doing the right thing. In business, this means balancing any tensions between consumers, customers, suppliers, the public, the organization and its shareholders. A clear purpose is necessary. Everyone in the organization needs to understand this. People inside the organization need to feel involved and able to challenge the status quo when necessary. Directors and executive managers need to be receptive, supportive and encouraging creating a culture that encourages learning and effectiveness through shared understanding.

Sustainable

Triple bottom line has become a mantra for achieving sustainability by auditing the organization's impact upon the planet, people and profit. It is a useful starting

framework. The effectiveness is measured by auditing financial performance, impact on the physical environment and impact on communities where the organization operates. Another way to look at sustainability is to ensure that no harm is done to the environment as a result of organization activities, to replenish what has been depleted and when this is not possible, to think carefully about alternative strategies to achieve organization goals.

Creative

Being creative is about doing things right. Organizations need to innovate to improve and creativity is an essential skill that people and organizations need to learn, develop, maintain and embed.

Profitable

Making profit is essential to ensure the organization can invest in the future and maintain the present operations. Understanding how to create value for customers is key to generating profitable business. Revenue streams are necessary, but on their own not sufficient to ensure profitability. The second part of the equations is controlling costs. Figure 2 illustrates a summary of this discussion.

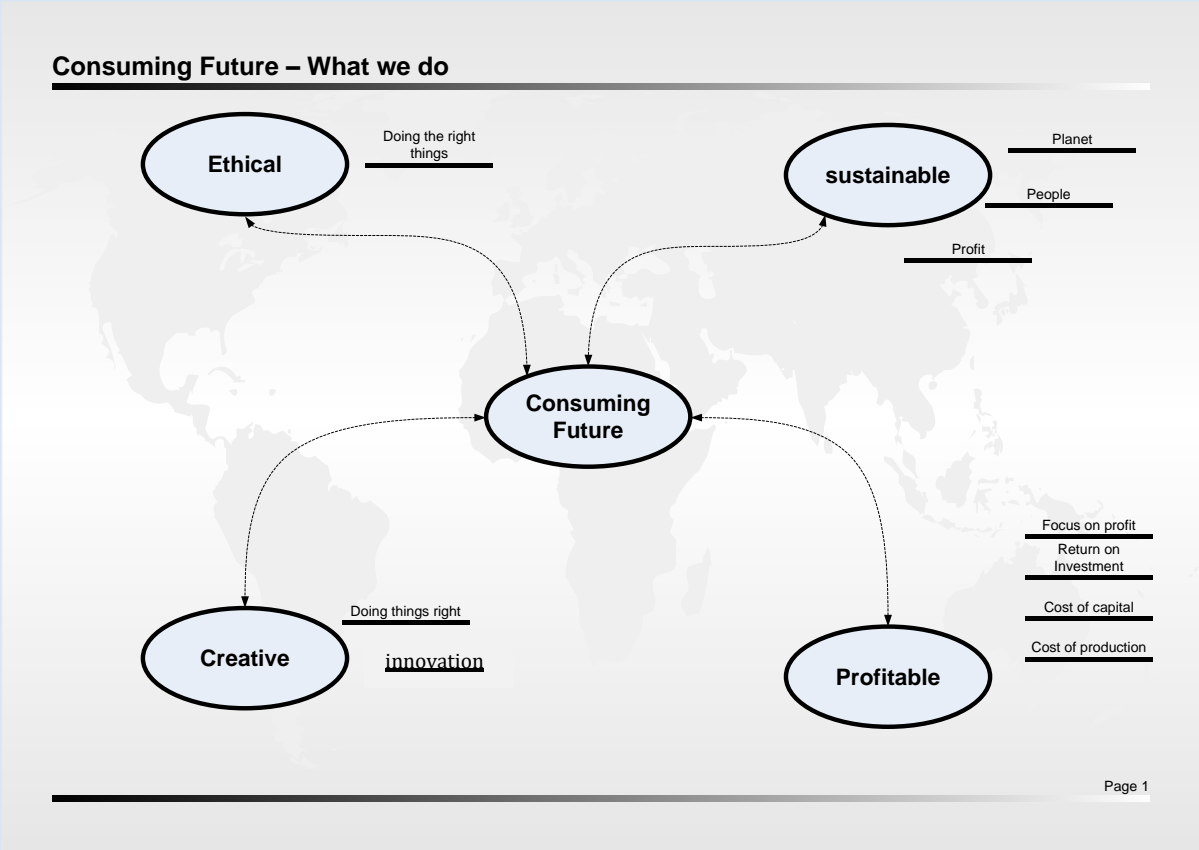


Figure 2 Summary of discussion

Contact Consuming Future

If you would like to find out more about developing strategies that are ethical, sustainable, creative and profitable for your organization then contact us to begin the journey to a better future.



info@consumingfuture.com