

EFFECTIVE ENVIRONMENTAL MANAGEMENT

Getting Boardroom Buy-In

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Who are you trying to reach?

- Who is your target audience?
- Market segment, traits, background research
- Trying to sell to ALL won't (usually) work



What do they WANT?

• The Board

- The business to thrive
- Great reputation, meeting customer expectations
- Productive workforce
- Efficiency, compliance, stability & growth
- To innovate (maybe!) & be adaptable to change
- A strong culture a company to be proud of.



- Your average Director
 - Meet departmental targets
 - Keep or increase budget
 - Effective (happy?) staff
 - Elevate own profile (politics)
 - Some just want to focus on own work & don't want extra hassle or too much detail.



Get them involved

- Get involved at the highest level It's not just for the rest of the workforce
- o Communication is key You speak with them AND they should speak with all staff
- Responsibilities true ownership (link to incentives)
- Don't scare them off Make it easy for them, speak in their language, appeal to what's important to them (what they <u>care</u> about)
- Engage fewer presentations, more immersive learning
 - Take them places, show them things experience & feel
 - Exercises (practical & theoretical)
 - Get them to solve a problem that's important & relevant to them.
- **Be positive it's catching!** Follow me on @Eshcon





New ISO 14001

Context, Risks & Opportunities
How the business operates
What affects it now & in the future

Leadership

- Accountability & ownership
- Driving the EMS forward (company culture)
- Lifecycle
 - Not just operations





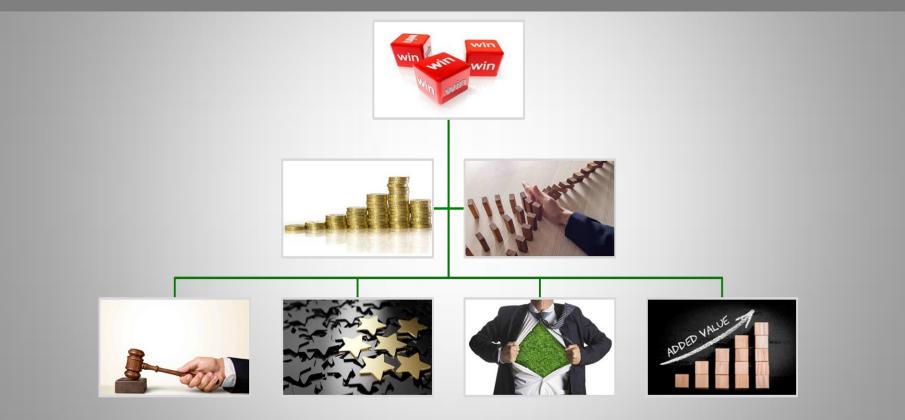
Risks & Opportunities – Use a PESTLE Analysis



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The Benefits of ISO 14001



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