



EFFECTIVE ENVIRONMENTAL MANAGEMENT

Getting Boardroom Buy-In

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(Green) Business Hero



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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
- **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 care 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!**



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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

Environmental

Political

Legal

Economic

Technological

Social



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The Benefits of ISO 14001



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