

THE ETHICAL BUSINESS WORKSHOP

An introductory one-day workshop to help steer your business in a more ethical and sustainable direction. Good for people, the planet *and* profits.



Doing well, by doing good - that's the new way.

Purpose-driven (or cause-related) businesses recognise and welcome the rise in:

- conscious consumerism
- employees' desire to work for companies that stand for more than just making money
- more ethical investment in sustainability

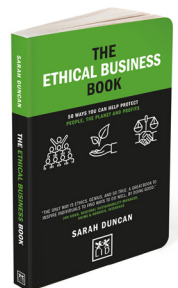
And these businesses are reaping the rewards as a result - proving that doing good and making money are not incompatible.

Workshop exercises and materials from
THE ETHICAL BUSINESS BOOK by SARAH DUNCAN

50 ways you can help protect People, the Planet and Profits

A full 5-day ethical business programme, other signature workshops, and ongoing consultancy also available.

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SAMPLE

WORKSHOP OUTLINE

(Note: all sessions are adapted to suit the priorities of the business)

“You can’t go back and change the beginning, but you can start where you are and change the ending.” C S Lewis

WHY BOTHER?

- The Only Way Is Ethics
- The bigger picture - Sustainable Development Goals (SDGs)
- Getting started - are you doing more harm than good?
- The Triple Bottom Line approach to business
- The point of Purpose
- Changing for good

THE PLANET

- There is no Planet B
- Reversing your carbon footprint
- Rivers vs lakes - switching to a circular model
- Greening your supply chain

PEOPLE

- Is conscious consumerism killing your business?
- Are you making way for maturing millennials?
- Do you embrace diversity?
- Do you really care?

MARKETING

- The new rules of authentic marketing
- Time to pay it forward
- BOGOF reinvented - Buy One, *GIVE* One Free
- Greenwashing won't wash

