

# 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

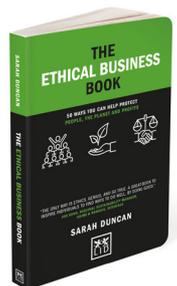
And these businesses are reaping the rewards as a result - proving that doing good and making money are not incompatible.

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

