CREATING A CULTURE OF SUSTAINABLE SUCCESS
EMBEDDING SUSTAINABILITY INTO ORGANIZATIONAL CULTURE

Diana Rivenburgh

strategic imperatives
Ray C. Anderson
Interface Founder
Georgia Tech – Class of 1956
Three keys to change culture:

LEAD

ENGAGE

ALIGN
LEADERS

Get it
Envision it
Say it
Show it
ENGAGE

Think about a time when you felt significantly invested in an organization.....

✓ Motivated
✓ Learning
✓ Creative
✓ Productive
ENGAGE
Novo Nordisk Way
ENGAGE

Key Drivers of Engagement:

✓ Meaningful work
✓ Connection to bigger picture
✓ Strong leaders
✓ Learning and development
ALIGN

Communication
Investments & Compensation
Systems & Processes
People Practices
Governance & Decisions

Culture
Three keys to change culture:

LEAD
ENGAGE
ALIGN
Go Create Cultures That Thrive

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