

## Ten Tips for Green Business Leadership

The first five relate to practice and the last five deals with communications and influence:

1. **Reduce waste:** Make waste reduction an ethical issue where wasting anything is a form of stealing from the future. Make all parts of the business that use petroleum, paper or plastic beg for their life. Be willing to redraw any process to squeeze out inefficiency.
2. **Reuse:** Eliminate disposable items from your business. Replace the water cooler with the water filter. Make equipment last a little longer than normal and delay 'upgrade gratification'. Use both sides of documents, and wring out value from your unused items at work.
3. **Recycle:** Ensure that you do everything in your power to create 'Cradle to Cradle' operations, where all things you use are properly disposed of.
4. **Replace:** Find unsustainable ingredients (think non-renewable) and replace them in your supply chain as they become more affordable. For example, replace standard light bulbs with compact fluorescent ones and you save over 40% on lighting bills.
5. **Share the savings with your employees:** Create an eco-profit sharing program, where you measure the eco savings from points #1 and #2, then find a way to share a part of them with employees.
6. **Tell your employees about your Green Goals:** Make this a part of your annual or monthly meetings. Integrate this messaging into your new hire orientation and end of year annual reviews.
7. **Let your customer get involved:** Share your Green Goals with customers, and give them ways to participate. Banks give customers, for example, paperless options and hotels give customers a way to reuse towels and save the planet.
8. **Talk about Green Goals in the employee recruiting process:** Stress that you prefer candidates with a passion for community and the environment. Share success stories during interviews.
9. **Tie Green goals to promotions:** Create either a cause or eco-savings program with customers, where they can benefit emotionally and financially by participating.
10. **Produce an annual Green report:** Regardless of your company's size, you should produce an annual report that states your commitment, reviews your accomplishments and previews next year's Green efforts.