



Drive Growth & Control Costs

In a tough economy, sidelining green initiatives can be costlier than you know. These initiatives bring competitive advantages. They can improve resource efficiency, creativity, and employee motivation, while preserving capital, spurring innovation, and focusing strategic priorities.

Here are three simple ways to get your company working like a Lean, Keen, Green Machine

Get Lean:

Unless you are already running your company as a 'Lean, Keen, Green Machine', you can be sure that every aspect of your business could benefit from being streamlined.

So ramp up your firm's energy and resource efficiency and rejuvenate your innovation efforts.

Get Keen:

Turn environmental data on your products and supply chains to your competitive advantage.

Start by setting 'green' targets and milestones for your company & record your progress.

Then post your results on a notice board that is accessible to all of your team, letting them know where you started from & what you have achieved to date.

Remember ... What gets measured, gets results!

Finally, use the feedback & data you acquire to inspire your team & fuel your press releases

Fuel The Team Of The Green Machine

Excite your employees to solve challenges:

The company's challenges, Your customers' challenges, even the world's challenges.

This will reinvigorate your teams' engagement with problem solving and give you more 'Blue Sky' analysis of your business.