

The Conference Board - 5 November CX Webcast

Nina Glass - Thoughts

A. My idea:-

1. Focus would be very specifically on sustainability leadership, with a sharing of thoughts on what we're seeing evolve in the demands of the sustainability leader
 - Reflections on the requirements in his/her brief or scope
 - Competencies / behaviours that can engender 'high impact' sustainability leadership
 - Developments at Board / NED level
 - Examples
2. For this audience, with its 'customer experience' bias, there will be link to the multi-dimensional stakeholders who are impacted by sustainability, including:-
 - B2B / B2C customers
 - Employees
 - Communities
 - Investors
 - (arguably also supplier partners)...
 - Examples

B. Takeaways:-

- The growing dimensions of sustainability on business (by dint of businesses taking the leap themselves but also increased business risk, regulation, public pressures making the transition paramount)
- The impact that this growing dimension has on sustainability leadership
- Current developments and possible evolutions at the executive and non-executive level
- Examples

C. Target audience:-

- Customer director professionals
- Sustainability professionals
- General managers/board members

D. Title and Paragraph of Introduction / for 'Advertising' (per 24/9 M Murphy Request)

- **Title:** The Evolution of Sustainability Leadership
- **Paragraph:** The Covid-19 pandemic has thrown into sharp relief the complexities we face when there is a shock to our global system. We've seen how quickly and dramatically we can change our behaviour under pressure and we also have seen the role that company leaders can play – and will increasingly be required to perform in the future. Sustainability stewardship is evolving: leadership which pays heed to commercials while focusing on environmental and societal impacts will be in the vanguard of building resilience, championing innovation, promoting inclusion and engagement and driving forward a 'future fit' business and sustainable future.

Eric Salmon & Partners www.ericssalmon.com; my linkedin <https://www.linkedin.com/in/nina-glass-1920341/>.
Contact: nlglass@ericssalmon.com; Direct +44 (0) 20 7529 1206; Mobile: +44 (0) 7554 017 318