



## Western New York Sustainable Business Roundtable

*Creating an environmentally and economically resilient Buffalo-Niagara*

### Storytelling Exercise

*The story of your company's sustainability journey is important in helping to create buy-in and engaging others in your strategy and action plan.*

Start with company's vision (what does company strive to be?). Describe how sustainability is a tactic which supports the company's vision by meeting customer expectations, improving profitability, reducing waste, etc. Include examples of what your company is currently doing and where it's headed.

The write-up can be longer than what you would present to someone. The specific parts of the "base" story you present, will change depending upon your audience. Practice different versions of your story and see if you can deliver it in 2 minutes or less. For example, the sustainability story you would share with a co-worker (who presumably already understands the company background) and the version you'd share with a customer or a colleague in a different industry.

### Story Outline

*Your "base" story should fit on one page (front and back). Use this outline as a guide, and be sure to cover the past, present and future of your sustainability journey.*

1. Briefly describe what your company does (industry, years in business, products / services, corporate vision/mission, culture)
2. Sustainability-related issues specific to your industry (environmental impact of raw materials, etc.)
3. Customer expectations/ Market trends
4. Current sustainability initiatives. Be sure to address areas where your company has the greatest environmental impact, as these often present the greatest opportunities for improvement. You can include all efforts in your write-up, but when you talk about it, pick one or two areas of focus.
5. Identify challenges / What we've learned (and continue to learn)
6. Where is your company headed in its sustainability journey?