



## PROBE for Sustainable Business

*the smart business approach for assessing corporate, social, environmental advantage and risk.*



## Are you ready for the next Industrial Revolution?

How well equipped is your organisation to manage your biggest sustainability risks and opportunities? Are you ready to integrate sustainability into your business strategy and operating model and create value, increase revenues and reduce costs?

There is a growing body of evidence that smart sustainability-focused strategies deliver substantial business benefits including improved profitability. A thorough review\* of research on this theme, and of businesses that have applied 'smart strategies around sustainability', has found that the potential profit increase over 5 years is a minimum of 38% for large enterprises and 66% for small or medium sized enterprises. Do you want to be at the forefront of this new Industrial Revolution? If you do, you will want to know how you measure up and what you need to do to improve and become a sustainable business.

You can get precise answers to these questions by assessing your organisation with **PROBE for Sustainable Business**.

Acting on the findings of PROBE for Sustainable Business will:

- Reduce your organisations environmental impact
- Reduce risks and enhance your reputation
- Improve productivity and increase profitability
- Open up new markets

\*Willard, Bob (2005) The Next Sustainability Wave

### What our Customers Tell us

PROBE enabled us to talk about a very important subject, each looking at it from our own hilltop. It forced us to talk about issues that we would never ordinarily find time to talk about. It stretched us.



The beauty of the PROBE tool is that nobody felt defensive. It asks 'Where do you think you are? What do you do day to day about issue X, issue Y, issue Z?' We had a good range of points of view that were expressed. I think we were quite hard on ourselves, and that was very healthy.

There are some obvious benefits of PROBE:

- Helps you to analyse your strengths and weaknesses very effectively
- Helps you to know "where are we up to?"
- Provides a benchmark of how you compare with other organisations

Then there are some less obvious benefits that you get for free:

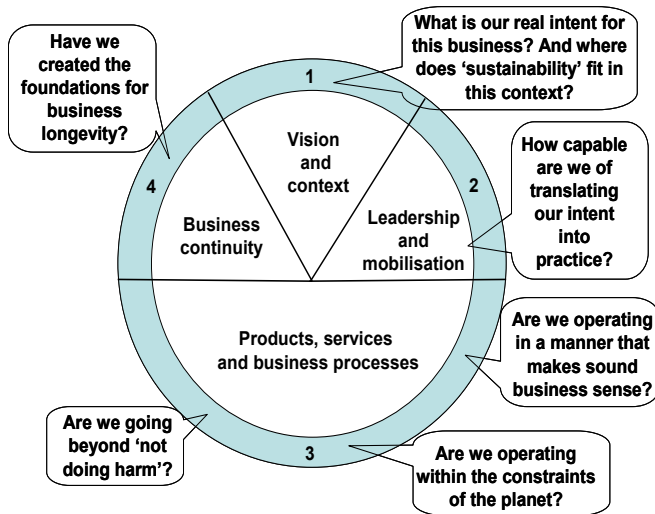
- Softer cultural benefits
- Team development
- Making connections
- Building common understanding and rapport

People in this organisation now 'get' sustainability — what it means, how and where we can do it. People are now starting to talk the language of sustainability. PROBE is somewhat responsible for this.

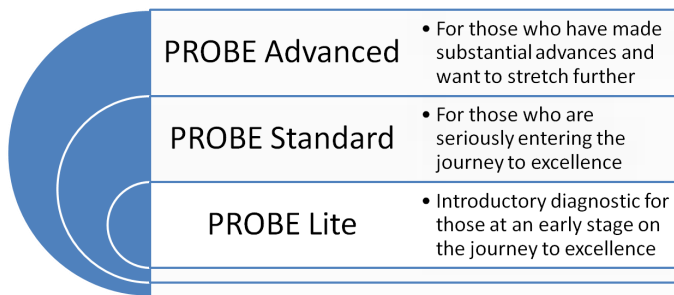
**Darren Knowd, Head of Corporate Procurement,  
Durham County Council (UK)**

# PROBE for Sustainable Business: A 360° framework for change

PROBE for Sustainable Business brings together the proven PROBE methodology with a rigorously-researched framework — The Framework for Strategic Sustainable Development, -developed by The Natural Step.



PROBE for Sustainable Business recognises that not all organisations are starting from the same point. Whatever your starting point, PROBE will help your organisation gain a '360°' view of the corporate, social and environmental aspects of sustainability. Three different entry points enable you to select the first step that will work best for you.



Using a team consensus approach facilitated by an experienced PROBE for Sustainable Business facilitator, your organisation will benefit from

- ⇒ A comprehensive 360° picture turned into smart visual decision making charts
- ⇒ A team based process that motivates action and harnesses real time business knowledge
- ⇒ A time efficient process that will inform or validate strategies and operations planning
- ⇒ Rapid identification of strengths and weaknesses in terms of business sustainability
- ⇒ Positive business returns through sustainability actions
- ⇒ Insight into best practices that can optimise your business
- ⇒ A baseline for future measurement that's quickly repeated

## Next Steps

There is no doubt that sustainability is driving dynamic change for industries, companies and organisations in every walk of life. The market shifts that make sustainability a pressing issue today will intensify and evolve. To achieve high performance in the short term and long term competitiveness, organisations must understand their existing risks, competencies and opportunities both internally and across their supply and value chains.

To discuss how PROBE for Sustainable Business can help your organisation contact [info@probe-network.com](mailto:info@probe-network.com)

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**PROmoting Business Excellence**