



SUSTAINABILITY: What's It All About?

By Philip P. Beyer

© Philip P. Beyer 2009

We hear it everywhere these days, especially in corporate America—"sustainability." But what is meant by the "sustainability" of a company? OK, it sounds good—has a nice ring to it—but let's not get hung up on the word. Neither should we dismiss it as just another trend in the business world.

Up to now, you may have avoided this trendy word—say it slowly: **SUS-TAIN-A-BI-LI-TY** —because you suspect it's like a bad cold and everyone will eventually get over it. But, just for kicks, let's take a closer look at what all the hubbub is about. As a business owner, what are you doing to actually ensure that your company will stand the test of time? Are you taking any steps to ensure your company will last beyond the foreseeable future? Sustainability is not just a buzz word -- it's an absolute necessity, if you plan to stay in business in today's competitive markets. It's also within your reach.

In my book, ***System Busters: How to Stop Them in Your Business***, I wrote about how we must stay on the "continual improvement" bandwagon. I know -- "continual improvement" is not nearly as cool-sounding as "sustainability." But I also mentioned "consultants" in my book. They just love to come up with new names for good ole, solid business practices to make you think you are really missing something, and that they have had an epiphany and given birth to an altogether earth-shaking new idea or concept. Yep, you can even make a few bucks selling this "sustainability" thing! Here are some of the topics sustainability-advocates list as things to do to ensure your company is, well, uh—"sustained":

1. What is your carbon footprint, and what are you doing to reduce it? Yes, it's the "Global Warming" folks—they may be right, after all! Now I'm not saying I believe in this global warming stuff, but I do like a clean environment at my company. I believe we should all reduce chemical waste and anything else at our companies that might harm our employees. In fact, in my book I go in-depth about what I call the **100% System of Cleaning**.
2. Lean and "**Green**" manufacturing—reducing waste, throughput, etc. Using the old words, "Continual Improvement" or "Total Quality Management."
3. Embracing and updating to New "**Green**" Technologies to make your business more competitive—also reducing waste and throughput.

Are you beginning to get the picture? Whatever you call it—it's still all about using the practice of "Continual Improvement" and "Total Quality Management"—but from the "new" angle that says, "Let's clean up the planet and '**Go Green**'—uh, I mean let's embrace *sustainability*."

You know I think I'm beginning to like this "sustainability" word. I can even pronounce it without stuttering most of the time. Heck, the next time I update my book ***System Busters: How to Stop Them in Your Business***, you bet I will be using "sustainability." Folks may even get to thinking I'm pretty smart. But truth is, I will use just about anything, or any word, to motivate myself, my employees and my clients to: ***Eliminate errors and bottlenecks, and clean up the messes to make our businesses run like super-clean, well-oiled machines—Every Single Day From Now Until The End Of Time.*** Now *that's* sustainability!

Did I say, Great Systems Work—even the "Green**" ones?**

To invite Philip Paul Beyer to speak for your conference or other event...

Contact Susan Beyer at Ebiz Products, 615-425-2652 or email susan@ebizproducts.com. Philip Beyer's book *System Busters: How to Stop Them In Your Business* is available at www.Amazon.com. For more about SYSTEM100™ software, visit www.System100.com.