

LET'S THINK ABOUT THIS: SUSTAINABILITY PART 1



*What does it mean
to be a “sustainable business?”*

SUSTAINABILITY = RISK MANAGEMENT.

In the context of managing the risk of your business, sustainability is best defined within these principles of sustainability responsibilities: 1) economic 2) environmental and 3) social (reputation). These three are the foundation of any business to be truly sustainable. We'll touch on some other factors in future issues.

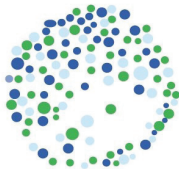
**The Big Picture: A sensitive balance of
business sustainability looks like this:**



What to Balance:

- 1. Principles:** a) Economic, b) Environmental and c) Social responsibilities.
- 2. VM²C: Vision, Mission, Mantra, and Culture.**
Part 3 will focus on this.
- 3. 3 MITs: The three most important things** to focus on in any business include: a) Team, b) Clients and c) Assets.

“Let's Think About This” answers questions received from SIMA members. If you have a question you want Phill to “think about” email Phill psexton@witadvisers.com.



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