

# Strategic Development

# Catalicity



Transformational Strategy  
for Transformational Times

Sustainability Strategy Canvas		Catalicity 	
Company: Period:			
Vision 			
Values 	Key people 		
Strengths 	Areas for Development 		
Commitments 	Aspirations 		
Items for further research/feasibility studies 			
Support Frameworks 	Implementation Tools 		

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We believe that a strategy for a truly sustainable business should be centred around its core strategy.

If it isn't it's too easy to become distracted by tick-box exercises which give the appearance of responsible behaviours but don't cut to the core of what the organisation is all about. The real work is at the heart of the day to day activities the team carries out and the decisions being made at board level.

Let's cut to the chase, if the main actions of your operations are destroying

rainforests then how much paper you recycle in the office isn't really making the difference in the real world that you could. That means you're missing out on opportunities.

For small businesses the biggest influence may be in the choices you make in terms of your purchasing decisions for stock, supplies and items you choose to trade in. For larger businesses you may have the opportunity to tackle some major issues. Everyone has the potential to make a change that really will make a difference whether it's about climate change or empowering a community.

At Catalicity we won't sugarcoat the truth but we will make sure that you recognise your true potential to make a change, build on the strengths you already have, identify your aspirations and help you to design your strategy in a practical way that will truly deliver change whilst you grow your business.

Oh, and don't worry, we won't tell you to stop recycling your office paper even if we discover there is something much bigger lurking in your operations!

Change isn't for the faint-hearted but if you're ready for it the rewards are out there.

**Let's make sure you find them!**

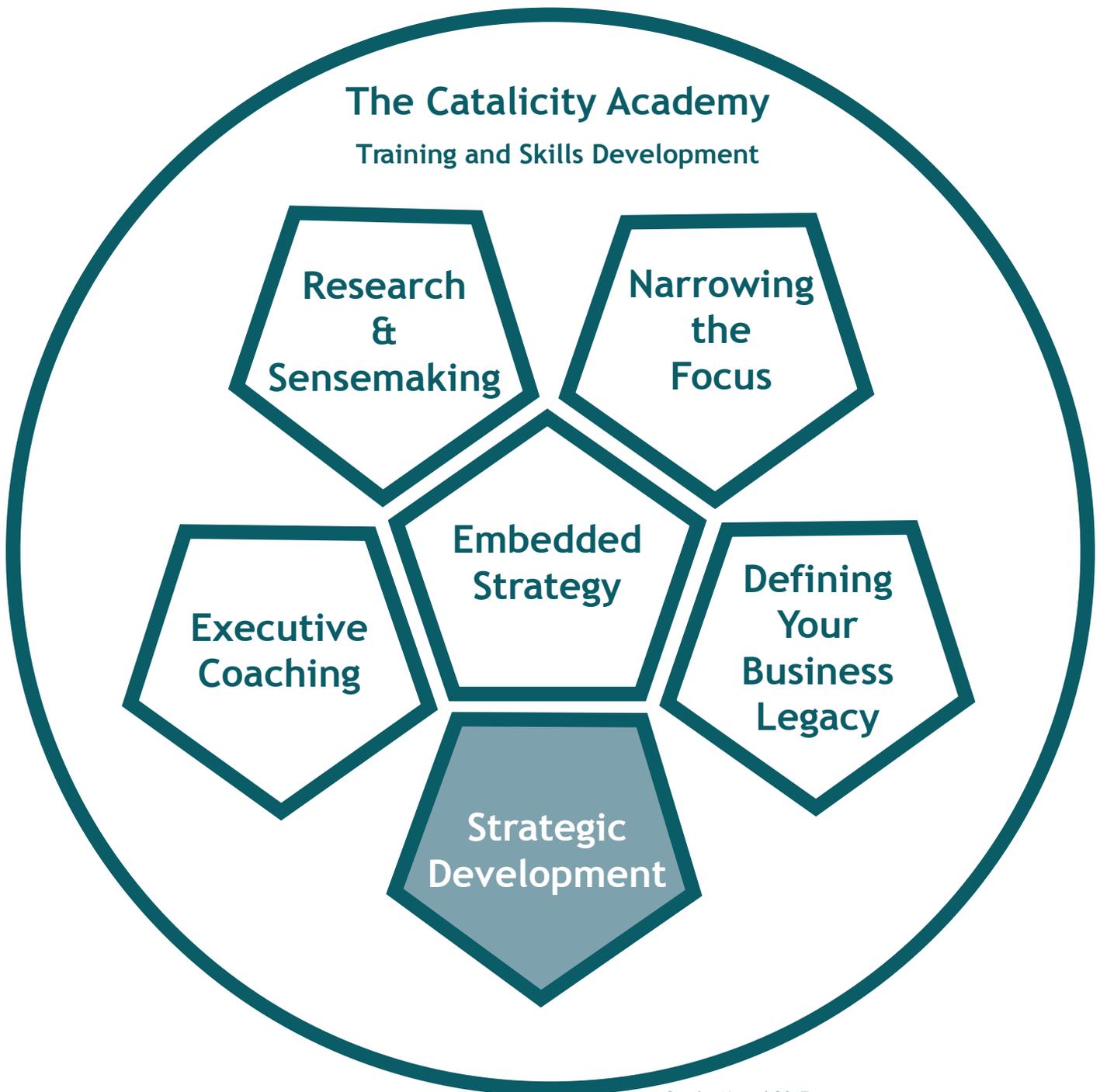
*“The essence of strategy is choosing what not to do”*

*Michael Porter*

Call today on 07985 610626  
or email [info@catalicity.com](mailto:info@catalicity.com)



Strategic Development is one of five workstreams we use to help you to create a fully embedded strategy. The streams are underpinned by the Catalicity Academy for Training and Skills Development.



We develop long term relationships so you can contact us when you are ready for the next stage on the development of your strategy, enabling your team to develop alongside your plans and ensure your objectives are achievable.

Talk to us now to plan your way forward!