
Why Your Company Needs a Resilient Business Strategy

Webinar | BSR Connect



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Resilient Business Strategies

Decisive Action for a Transformed World

Why Resilience, and Why Now?

The changes remaking our world demand bold, urgent action. Integrating sustainability into a business' core strategy is no longer sufficient. It's time to focus on resilient business strategies, which will lead to nimbler, more innovative companies, which achieve long-term value for all stakeholders, and deliver on the promise of a just and sustainable world.

How Do We Define Resilience?

A **resilient society** has the capacity to anticipate and adapt to change in a way that enables human well-being, thriving and just institutions, full and equal participation in society and the economy, and preservation of the natural and built environment.

A **resilient business** is prepared to capture strategic advantage and contribute to the realization of thriving societies by anticipating material changes to the operating environment; developing and testing strategic plans in the context of such changes; and allocating resources and creating value in ways that enables success in multiple potential futures.

Responding to the Challenge: The Building Blocks of Resilient Business

The building blocks of resilient business strategy include corporate governance, financial capital deployment, management of natural capital resources, product development and business models, the built environment, supply chains, human resources, and public policy advocacy.



To discuss and learn more about how we can help your company become more resilient, contact us at resilience@bsr.org.



Read the full report

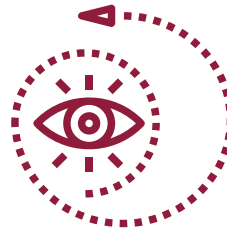


Defining Business Resilience

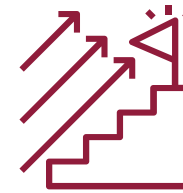
Resilient business strategy is **not just about a process** that drives company and stakeholder value. It is an **essential pathway** to achieving a just world and an economy that delivers truly inclusive and sustainable prosperity.

Resilient businesses will be better prepared to capture strategic advantage and contribute to the realization of thriving societies.

A resilient business does three core things:



1. Anticipates material changes to the operating environment



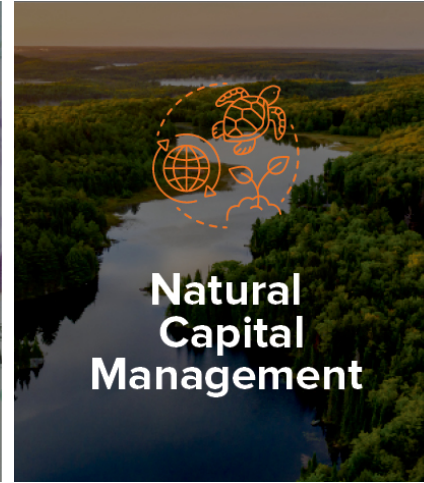
2. Systemically develops and tests strategic plans in the context of such changes



3. Allocates resources and creates value in ways that enable success in multiple potential futures

The Building Blocks of Resilient Business Strategies

Resilient business strategies call for a fresh look at many, if not all, elements of business.



Defining Resilient Societies

A resilient society has the capacity **to anticipate and adapt to change** and disruption in a way that enables human well-being, thriving and just institutions, full and equal participation in society and the economy, and preservation of the natural and built environment.

Resilience is **essential** to the success of both business and society; they are interdependent and connected.



Dimensions of Societal Resilience



Environmental disruption, extreme weather, and natural capital



New technologies



Political dysfunction and functioning public institutions



Income inequality



Diversity, Equity and Inclusion



Flaws in the social contract and safety net



Impact of the decline of legacy businesses



The pace of change

Why Resilience and Why Now?

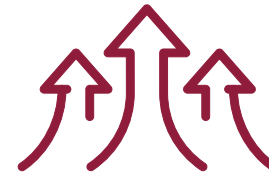
Resilience is essential to the success of both business and society; each depends on the other.

While connected, resilient business and resilient societies have different characteristics and contexts.

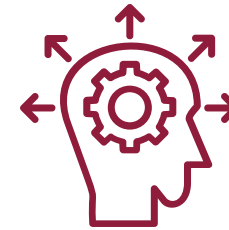
Resilience is deeply relevant to nearly every **core business activity**: product development, sourcing and procurement, human capital development, natural resource acquisition and use, financial capital deployment, and marketing and communications.

Resilient business strategies are the best pathway for companies to compete and deliver value and for business and society to thrive.

BSR presents this paper with three primary objectives:



1. To urge leaders to adopt resilient business strategies as an imperative for a transformed world



2. To shape a shared understanding of what resilience means for business and society

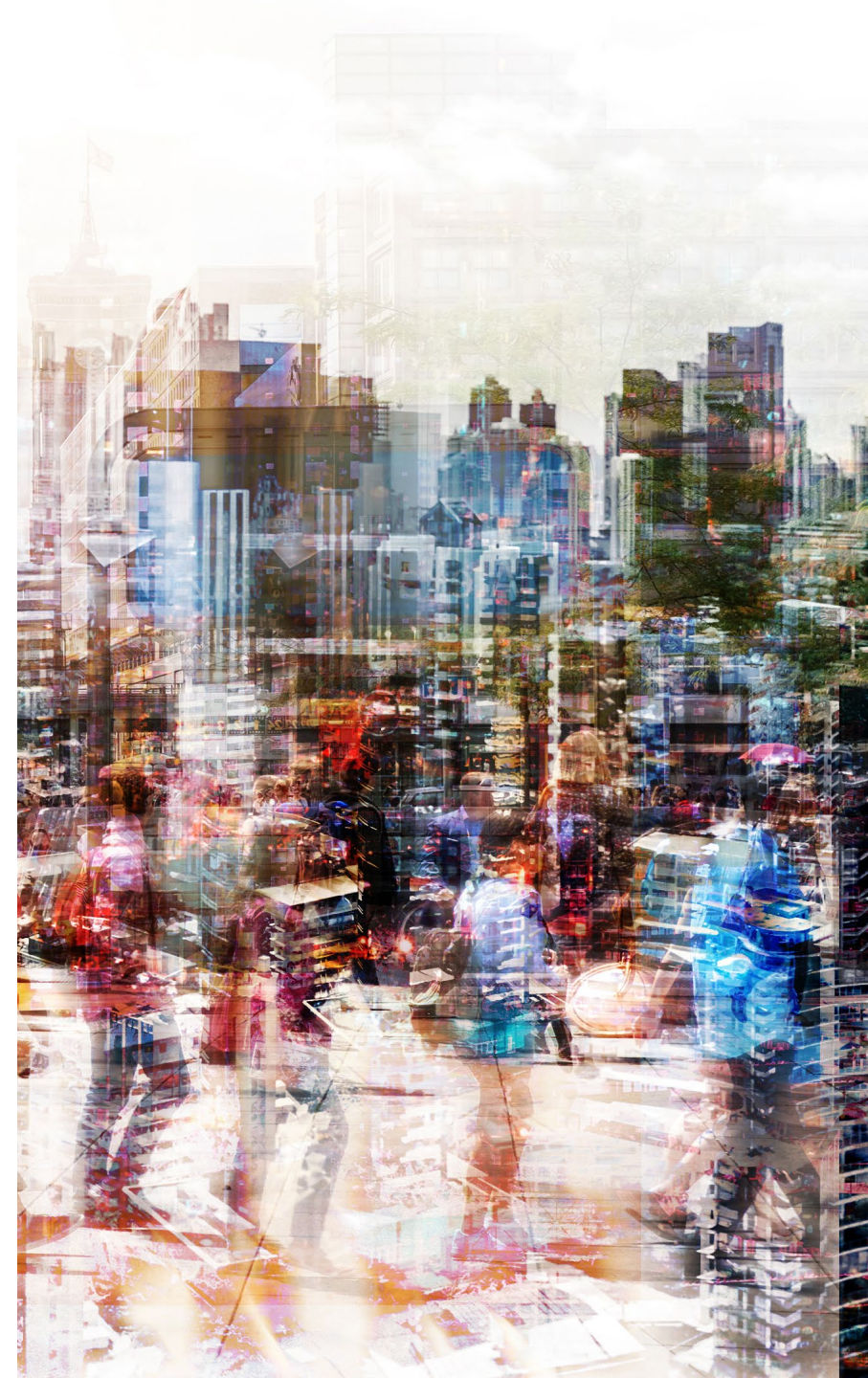


3. To catalyze action by defining the building blocks of resilient business strategies

How BSR Can Help

- Provide insight on the value of Resilient Business strategies
- Help shape resilient business strategies with our 'building blocks'
- Test resilience through our Futures scenarios
- Catalyze collective action with a focused group of like-minded leaders willing to showcase the value of resilient businesses for a just and sustainable world

Contact us resilience@bsr.org to discuss how your company can become more resilient.



BSR Upcoming Events



WEBINAR

Voting Rights and Business: How Your Company Can Take Action and Protect the Vote

April 21, 2021



WEBINAR

Quarterly Member Insights: See Our Changing World More Clearly

April 27, 2021



WEBINAR

Connected Clothing: Digital Innovations to Advance Circularity

April 29, 2021

For a full list of upcoming events, visit: bsr.org/events

Thank You

BSR™ is an organization of sustainable business experts that works with its global network of the world's leading companies to build a just and sustainable world. With offices in Asia, Europe, and North America, BSR™ provides insight, advice, and collaborative initiatives to help you see a changing world more clearly, create long-term business value, and scale impact.

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