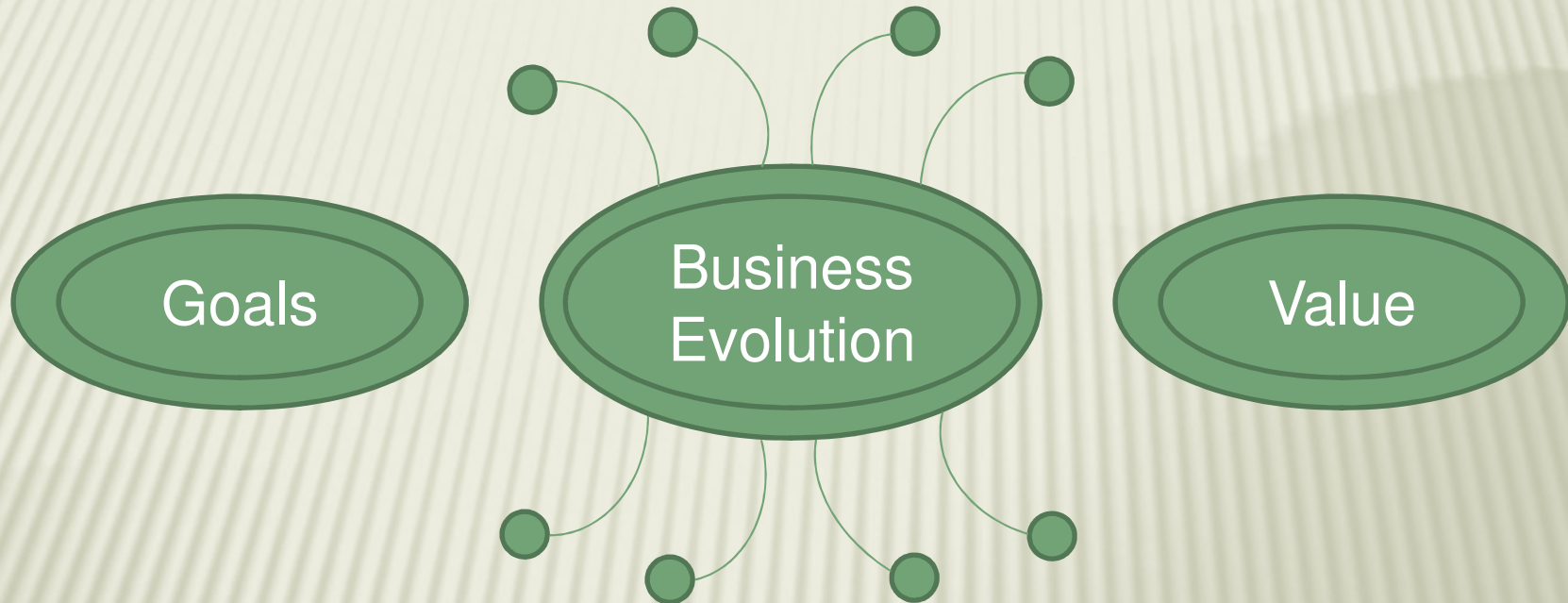


Green Growth:

Focusing on Results in Business Practice

**Daniel Wolf
Dewar Sloan**

The Meaning of Green Growth



Key Questions: What Really Matters Here?
How Do We Focus on Results?

Four Natural Goals of Business

Customer Connection

Economic Performance

Comparative Advantage

Corporate Stewardship

X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X

Bottom Line: New Strategic and Economic Value

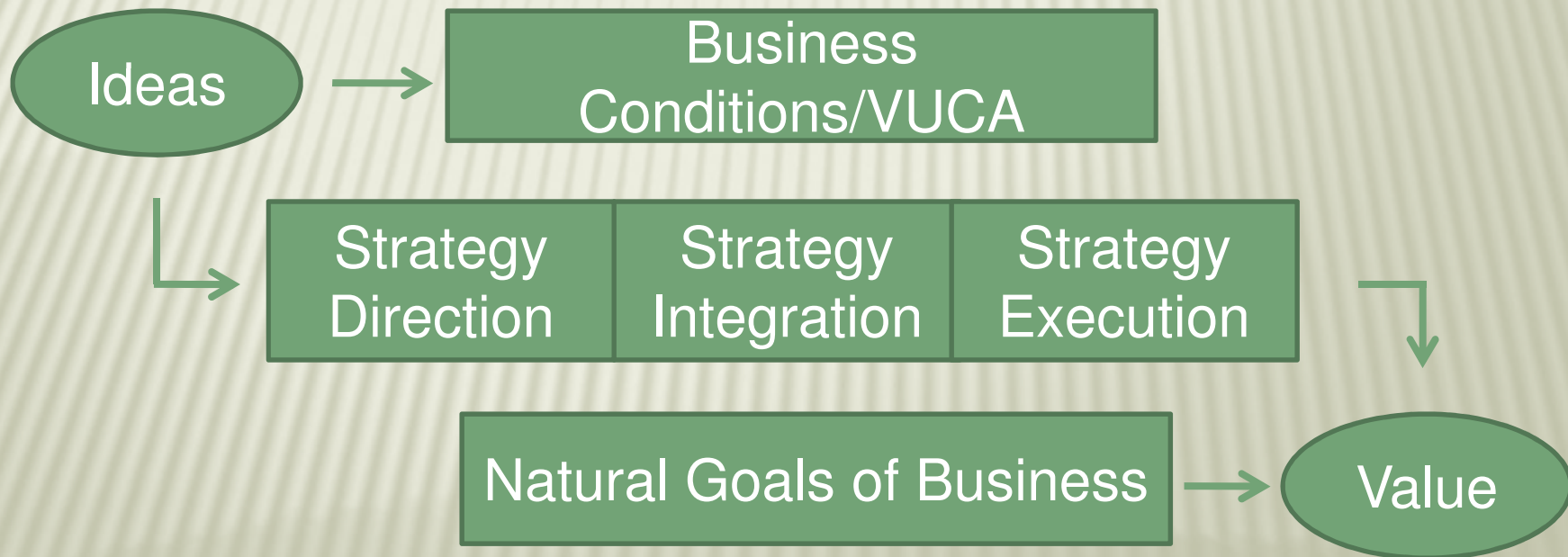
Near-Term and Long-Term

Success

The Strategic Agenda

Getting Beyond Routine Strategic Planning...

To Everyday Strategic Thought and Behavior...



The Evolution of Green Business

First Era... Compliance Focus

Second Era... Resource/Process Focus

Third Era... Innovation Focus

What's Easy and What's Difficult
From Compliance to Transformation

Toward a Greener Strategic Agenda

Forward Focus

Foresight, Insight, Roadmap

Deeper Engagement

Commitment, Accountability

Collaborative Edge

Connecting to Create New Value

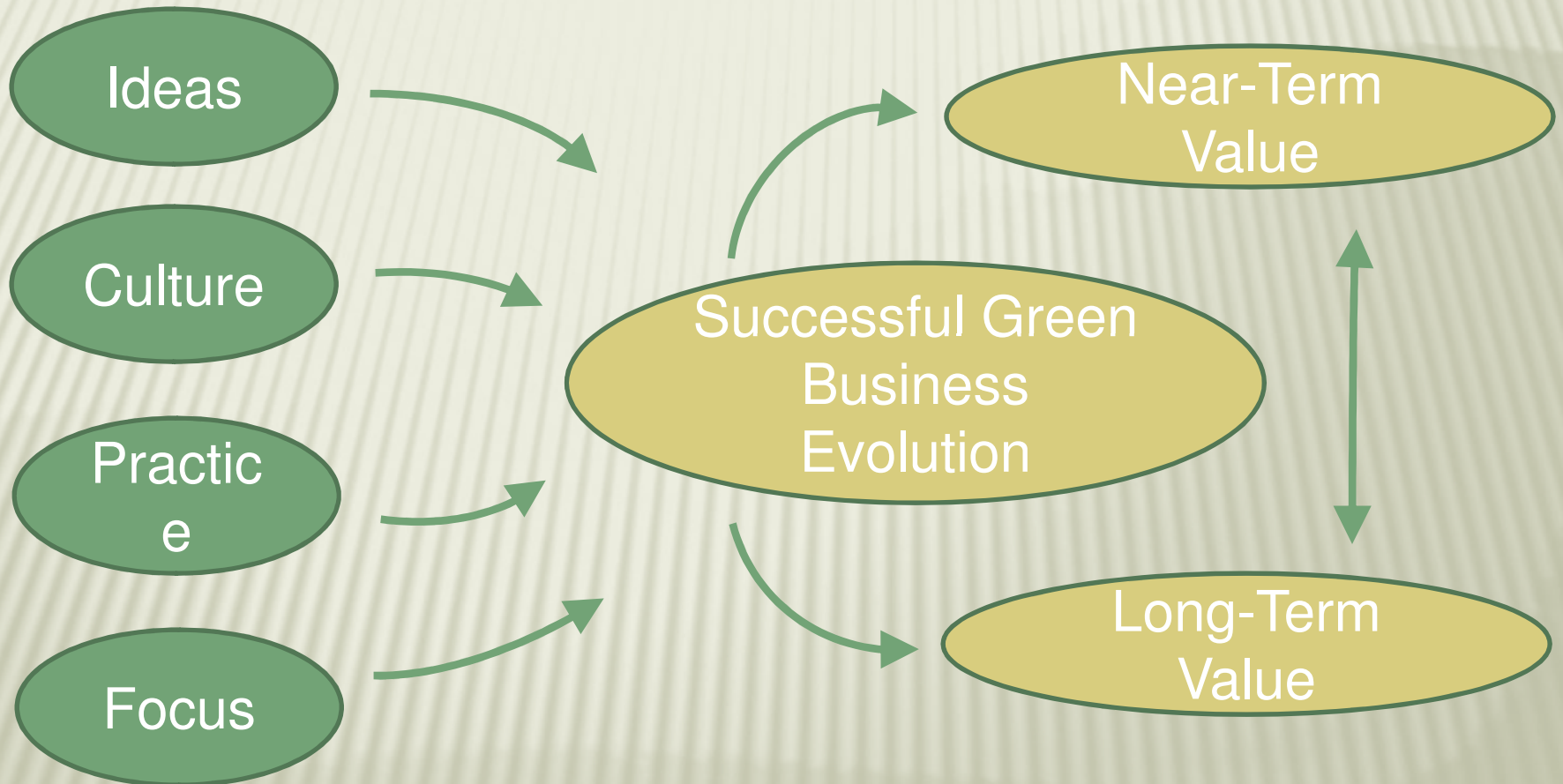
Always Evolving

Preparing and Moving Ahead

Always Resolved

Making Green Strategy Happen

From Awareness to Green Engagement



Some Reading for Green Business

Strategy and Sustainability, Werback

A Business Manifesto for Turbulent Times

Break Through, Nordhaus and Shellenberger

From the Death of Environmentalism to the Politics of Possibility

Prepared and Resolved, Wolf

The Strategic Agenda for Growth, Performance and Change

For summary briefs on these and other Green Business strategy references, contact dwolf@dewarsloan.com