

**ASSESS ■ PLAN ■ IMPROVE ■ SAVE**



# Green Strategy



**Going "Green" is more than an initiative.  
It's a savings and profit opportunity.**



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**green: to be environmentally and socially conscious and to provide a sustainable foundation for all.**

**Sea Change green: to save money and improve profits by being environmentally and socially conscious and providing a sustainable foundation for all.**

**Sea Change provides Green Strategy to help you integrate and benefit from making the green way part of everyday corporate life.**

**Our approach is simple and effective: Assess, Plan, Improve, Save.**

#### ASSESS

Achieving a sustainable foundation requires a 360-review of the operations, strategy and leadership of your organization. We examine the waste production, energy usage, social orientation and long term cost implications of your supply chain players and evaluate cost savings, potential profits and relationship value. We look at your small and big picture business objectives and analyze the most compelling, socially responsible growth, revenue and alliance opportunities available to your organization. We engage with your leadership and human resource base to evaluate your organization's culture, climate and ideas about establishing green initiatives. We assess the structural capabilities and needs of your business to ensure that any green operations, strategy and leadership plans we develop can be embraced and successfully implemented at all levels of your organization.

#### PLAN

Utilizing the data collected during the assessment phase, we create tactical plans for achieving a profitable, sustainable green business agenda. We present a customized Strategic Roadmap that coordinates your internal day-to-day organizational, departmental and individual efforts in areas like procurement, logistics, systems enhancement, product or service development, marketing, public relations, and more. We also work with your external business players by issuing and evaluating RFPs, positioning new and existing vendors to participate in green efforts, and communicating with established alliances. We then identify the key metrics for tracking the project's success and map out responsibility and accountability for succeeding at every stage of the 'going green' process.

#### IMPROVE

We facilitate the changes required by generating the consensus, documents and mediation necessary for achieving your sustainable business goals. We conduct negotiations with vendors to reduce costs and improve product and service quality while also minimizing waste and use of non-sustainable materials. We drive adoption and implementation of green policies and procedures by issuing implementation and communications plans, producing supporting documents and conducting training sessions. We recognize that green strategy is nothing without execution, so we respond proactively and with flexibility to ensure that improvements are made and progress is significant.

#### SAVE

Your organization will save money and make money when you realize your sustainable business objectives. We oversee the achievement of the short term goals and, unlike other consultants, we commit to supporting you long afterward. We employ tracking and monitoring mechanisms to coordinate your living green efforts far into the future. We also provide the personnel support at the Executive, Mid-level Management and Employee levels that will reinforce and regenerate your peoples' commitment to living green both in the work environment and, hopefully, beyond.

#### Why Green Strategy?

Adding 'green' vendor criteria to strategic sourcing operations helps you reduce energy costs and waste production while improving competitive advantage through preferred supplier programs and market acceptance.

Improving your technology through systems analysis projects can increase available floor space, improve efficiency, decrease power consumption and reduce cooling costs.

42% of Americans are more likely to purchase products or services from a company with a good reputation for environmental responsibility and 81% prefer to work for such companies. Green product and service development, people and leadership will improve profits, recruitment and retention.

#### About Sea Change

We have over 20 years of business experience, having served as Vice Presidents, CIOs, Practice Directors and Principals of many organizations including Oracle Corporation, Silver Oak Solutions, the U.S. Navy, First Data Corporation and more.

We possess the insight, expertise and drive necessary to achieve tangible results for our clients on the Fortune 100 list, in the non-profit arena and beyond.

**Call today for more information: 978.236.1170**