



Introducing a New Haas Undergraduate Elective: The Business Success Trifecta - Sustainability, Financial & Brand Leadership



Inspiration

Today, business success depends on more than financial results. Sustainability is a business imperative, and employees, customers and communities expect brands to embrace and stand up for values they share. Yet few sustainability leaders are known as brand leaders, and few top global brands are acknowledged as sustainability leaders. Why should this be the case?

Approach

The focus in this course is on experiential and interaction-based learning through readings, case discussions and guest speakers and by applying concepts to real-world sustainability and brand challenges. **No exams, no quizzes, no memorization!**

About you

You're interested in understanding how to recognize and help organizations working on achieving sustainability goals to up their brand marketing game and/or in understanding how to identify and help brands increase their commitment to setting and achieving meaningful sustainability goals.

Learning outcomes

Through this course, students will gain:

1. Appreciation of what's included in sustainability and brand leadership
2. Familiarity with leading examples of both
3. Perspective on how and why some organizations succeed with while others struggle in achieving leadership in either or both areas
4. Insight into practical ways organizations develop credibility in both areas while avoiding greenwashing or virtue-signaling

About me

I'm a career management consultant at BCG, Accenture and Prophet Brand Strategy with 20+ years of client service and was Director of Corporate Strategy at Patagonia in Ventura. Today I advise B2B and B2C clients on brand strategy and management. I am also a professional faculty member and continuing lecturer on the marketing faculty.

Click [here](#) for my LinkedIn profile.

