

## **Brands & Sustainability:**

**aka** The Business Success Trifecta - Sustainability, Financial & Brand Leadership

UGBA192T.2 - MW 2:00-3:30pm

### **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 leading brands, and many top global brands are not true sustainability leaders. Why should this be the case?

### **Approach**

The focus in this course is on experiential and interaction-based learning through a combination of 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 sustainability organizations 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 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 member of the Haas professional faculty and continuing lecturer.

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