

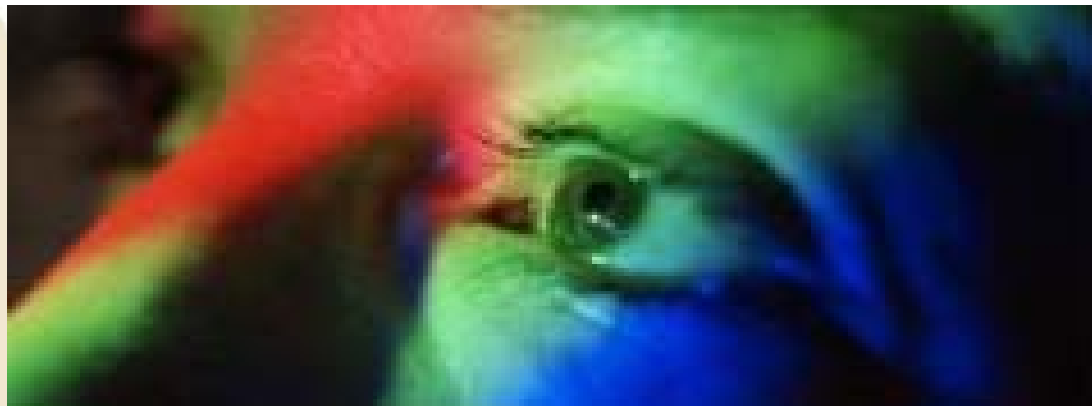


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Which Path do You Take to Create Meaningful Work?
Thursday, June 24, 2010 by Julie Litvak



There are multiple paths to career satisfaction but finding meaning in your work may be the single most contributing factor to long term satisfaction in the workplace. According to the post, [finding Meaning Engagement to Creating Meaning at Work](#). "Those who succeed at creating meaning — either on their own or with the help of their boss — tend to work harder, more creatively, and with more tenacity, giving the companies that employ them a leg up in the marketplace. What's more, study after study suggests that when employees experience meaning in their work, their employees enjoy higher rates of customer commitment and investor interest."

The question is twofold: As employers, how do you create meaningful work? As an employee, how do you create meaningful work for yourself?

Business sustainability presents the unique opportunity to increase profitability, gain and maintain a competitive advantage over the competition, and create meaningful work in the process. The key is in value alignment: how can organizational values and employee values pair up? Sustainable businesses with existing CSR and sustainability plans may have it a little easier, but those without can still create value. Consider the use of the following strategies to align corporate and employee values to create meaningful work.

- **Corporate [visibility & interest](#)**
- **Green teams** - allow participants to meet, collaborate, and discuss on topics unique to their position in the organization. Namely, issues and areas of specific interest in how it relates to their job, their departments, and the overall organization.
- **Create individual employee sustainability programs.** The basic premise of a [personal sustainability program](#) is to reduce the carbon footprint, lighten the load on the planet as well as reap the benefits of living a more sustainable lifestyle. Line this up with the corporate sustainability plan and initiatives.
- **Educate** - Offer ongoing workshops, training, lunch and learns, and educational activities to educate workers on the environmental issues (energy, water, waste, and others) and the associated actions causing the problems. Identify new behavior and eco actions that individually workers can take to create new [patterns](#) of behavior and choices that support environmental solutions and are aligned with the company's overarching sustainability plan.

Now, from an employee's perspective:

- **Consider your approach to your current position.** No one knows your job better than you. You have a better chance of discovering ways to improve processes and integrate sustainability concepts than anyone. Perform your job from the perspective of how can I do my job in a more eco friendly manner.
- **Take eco action in your daily activities:** recycle, commit to paperless, share with others what you are doing and why you are doing it and get them involved.
- **Engage management** by incorporating sustainability concepts in your personal development plan.
- **Take on new sustainability goals and projects in the organization:** start a recycling program, lead a paper free initiative, host a lunch and learn providing local and organic foods.
- **Become the "go-to" person for all things green.**
- **Expand your corporate green network:** engage in internal business activities, networking events, internal and external training, professional organizations, and business communities. An easy option to engage in your company's community outreach programs.

Creating meaningful work is both the responsibility of the employer as well as the employee. How are you creating meaningful work?

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Sustainability: A Platform for Supply Chain Clarity
Wednesday, June 23, 2010 by Julie Litvak

The challenges facing businesses over the past decade have provided a greater understanding of the role supply chain clarity has in maintaining stable supply. For many small shifts at the front end or at the consumer interface have often resulted in swarming consequences down the chain. Moving forward, business sustainability is providing a common platform of discussion and greater visibility for businesses and their suppliers.

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