



# Establishing a Triple Bottom Line Strategy: Leading CEOs on Balancing Economic, Environmental, and Social Responsibilities (Inside the Minds)

*Multiple Authors*

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Establishing a Triple Bottom Line Strategy provides an authoritative, insider's perspective on achieving operational excellence with a three-pronged focus on people, profit, and planet. Featuring CEOs from some of the top companies in the nation, this book offers more than just another strategy as a means to a profitable end; rather, the authors emphasize the importance of a holistic leadership style that reinforces the heart and soul of a company's vision and values. Recognizing that a company only experiences growth and success as a result of the collective work of its employees, these executives underscore the significance of developing and educating staff, encouraging accountability, and treating their employees as stakeholders. The authors also discuss the importance of environmental and community responsibilities, including eco-friendly solutions to reduce one's carbon footprint as well as outreach initiatives to support charities and local community needs. Although these leaders appreciate the significance of a company's financial health, they also acknowledge that it is only one piece of the larger picture. While striking the right balance across these three areas can be especially challenging in today's economy, this book encourages readers to understand that a commitment to the company's culture and purpose can ensure continued accomplishments, employee loyalty, and competitive advantage. The different niches presented and the breadth of perspectives represented enable readers to get inside some of the leading minds today, as these insiders offer a synergistic, triple bottom line approach for achieving stability and long-term success, even when external factors such as the economy are uncertain.

Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book.

Chapters Include:

1. Dennis Michael King, F.A.I.A., Corporate Chairman and Chief Executive Officer, Harley Ellis Devereaux - ""Blending People, Business, and Societal Priorities to Achieve Thought Leadership and Design Excellence""
2. Jeffrey O. Evans, President, Chief Executive Officer, and Chairman of the Board, The Will-Burt Company - ""Shareholder Value: A Balanced Approach""
3. David L. Brown, Chairman and Chief Executive Officer, Web.com - ""Recognizing the Value of Employee Innovation, Accountability, and Loyalty""
4. Theodore Charles, Chairman, Investors Capital Holdings - ""Beyond Profit: Adding People and Planet to Your Bottom Line Strategy""
5. David L. Hoff, President and Chief Executive Officer, Wayne Memorial Health System - ""Benefiting Both Business and Community""
6. Richard Dorfman, President and Chief Executive Officer, Federal Home Loan Bank of Atlanta -

""Banking on Balance and Equilibrium for Success""

7. Stewart F. Hughes, Chairman and Chief Executive Officer, Unicity International Inc. - ""Profiting from Building Your People""

8. Dennis W. Bakke, President and Chief Executive Officer, Imagine Schools - ""Going Beyond Mere Strategy with the Triple Bottom Line""

9. Kristin Carrico, Chief Operating Officer, VMC Consulting Corporation - ""A Focus on Peop

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