

## 12B - Think Business Sustainability! - Evolution of Sustainable Management from Quality Thinking

### Presenter

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### Session Summary

Customers Rule! For decades, experts teach us that the *essence* of quality is to understand, appreciate, and fulfill the requirements as defined by our customers. So companies developed and refined their quality management programs, attentively measured product conformity, customer satisfaction and other key barometers of quality process performance.

With the emergence of a new economy, however, business risks are not limited to inferior quality or limited functionality, but in many cases are embedded in the direct or indirect impacts of companies' activities, products, and services. It is now the stakeholders' expectations that define market acceptance of your products and services and, consequently, the viability of your business.

- What are the direct and indirect impacts?
- Who are the stakeholders and what are their expectations?
- Most importantly, why should I care especially in an economy that is still in a slump?

Traditionally, the need to develop a corporate sustainability strategy remains a "nice to have" business proposition, especially since...

- It is not a legal requirement
- It is not an urgent business imperative
- It costs money and has no immediate or favorable ROI
- It creates trade-offs for customers to pay more and receive less
- It is merely a moral agenda, a philanthropic proposition, or a public relation scheme

In the new economy, business values rapidly shift and transform, and new business opportunities abound. As the next generation of consumers become more environmentally sensitive, socially conscious companies are judged and valued on broader measures of business aptitude; measures that include the impact on the environment and the companies' contribution to social development. As a result, management must be cognizant of the consequential implications of how their products and services impact the environment and society as a whole. This includes how products are manufactured, delivered, consumed, and returned to native forms. This forces companies to evaluate the cost of externality and to create viable stakeholder values. Consequently, the greatest potential and opportunity for a company to advance its competitive edge lies in the recognition, development, and realization of its sustainability strategy.

### About the Presenter – Wilhelm Wang

**Wilhelm Wang** is Managing Director, TransReg, LLC. Wilhelm has over 25 years of experience in environmental health safety compliance and management system development. He spearheaded the sustainability assurance business at BSI Group, and is presently the managing director with a New Jersey based professional firm providing management advisory, coaching, and consulting services on organizational sustainability. Wilhelm holds numerous professional certifications and lead auditor credentials on various international standards, and is a qualified lead verifier for greenhouse gas emission assertion and corporate sustainability reporting assurance. He currently serves on several expert advisory groups including: the US Technical Advisory Group for ISO/PC 242 – Energy Management, and the ISO/PC 250 – Sustainable Event Management; he is also a member of the WRI/WBCSD Product Life Cycle Greenhouse Gas Protocol Technical Working Group. Wilhelm holds a Bachelor of Science degree in chemistry from the University of California, Berkeley, and a Master of Science degree in international business from St. Mary's College of California.