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Sustainability Incorporated

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Unfolding a new era in management

Uncover

Slimf it

Management Reinvented. **Essentials** Compiled.

M. Can Arslan

FOREGROUND

Sustainability
Incorporated



Sustainability Incorporated

From "Going Green" to Triple Bottom Line Accounting

Despite increasing global awareness and transformative initiatives around sustainability, the concept is still often misinterpreted as merely adopting environmentally friendly practices, like

reducing carbon emissions or switching to renewable resources.

While these efforts are essential, true sustainability extends beyond the "green" narrative. It involves a holistic approach known as Triple Bottom Line (TBL) Accounting, which incorporates three interconnected pillars: economic, social, and environmental dimensions—or prosperity, people and planet, to put it in another way. For any business to

thrive in the long term, the three pillars must be balanced and considered simultaneously.

The Economic Pillar: Profitability with Purpose

The economic pillar focuses on financial viability. A business cannot be sustainable if it is not profitable. However, financial success cannot come at the expense of societal well-being or environmental stewardship. Companies with robust sustainability practices tend to outperform their peers in financial terms, as well.

For instance, firms with strong environmental, social, and governance (ESG) practices achieve higher shareholder returns compared to those without such practices. Moreover, ESG-aware companies are more resilient in times of crisis, such as during an epidemic, as they are also able to demonstrate better risk management and business continuity.

The Social Pillar: Fostering Positive Impact

The social dimension of sustainability emphasizes the well-being of extended stakeholders of the business, including but not limited to applying fair labor practices, caring associates and customers, and uplifting communities and the society in general. Companies must ensure their operations do not exploit the communities they affect but rather contribute positively to society.

As a result of increased social consciousness, consumers are more willing to support brands that are committed to working for a better world. Moreover, organizations with solid diversity and inclusion (D&I) emphasis are achieving better managerial practices and considerable rise in their innovation capacity. Companies that continuously invest in their communities and human capital are also able to build brand loyalty, reduce turnover, and increase productivity.

The Environmental Pillar: More than Greenwashing

Being the most popular and visible one, sustainability's environmental aspect involves minimizing the ecological footprint, but in harmony with economic and social goals. Reducing emissions, minimizing waste, and using sustainable materials are critical levers, but of course, if pursued in concert with the economic and social pillars.

For instance, transitioning to a circular economy—one that reduces waste and prioritizes reuse—could unlock immense economic benefits. Companies that ignore environmental responsibility, on the other hand, will potentially incur ever escalating costs. As environmentally-friendly regulations, carbon taxes, and rising energy prices started to shape industries, businesses not aligned with environmental best practices may suddenly find themselves at a disadvantageous position with regards to competition.

Sustainability as Core Business Strategy, Not an Add-On

Sustainability is no longer an afterthought, a box to check, or an optional add-on to business strategy—it is the strategy. In fact, it was never an add-on. Businesses can unlock sustainable profitable growth and value creation only by integrating sustainability into the core of operations.

Companies that lead in sustainability also achieve higher average return on equity (ROE) rates and are more likely to assure long-term profitability compared to their peers. Given the surge of global sustainable investments, investors are prioritizing ESG factors, as well.

Moreover, companies that integrate sustainability into their core strategy not only attract more investors but also mitigate risks associated with uncertainties, regulatory changes and shifting consumer preferences.

Achieving Sustainable Profitable Growth and Value Creation

In an interconnected global economy, organizations that align their strategy with sustainability, balance the three pillars and apply triple bottom line accounting are better positioned for long-term success.

Achieving sustainable profitable growth is about more than maximizing short-term financial returns. It is about creating value for all stakeholders—investors, shareholders, associates, customers, communities and society at large—while preserving resources for future generations.

This is the ultimate goal for any business, and organizations who embrace this thinking today will not only survive but thrive in the evolving global landscape.

*#sustainability #sustainable #ESG
#economic #social #environmental
#people #prosperity #planet
#governance #triplebottomline #TBL
#thethreepillars*

FITNESS ScoreTM 82_{pts}



The Future
of Business
Assessment

Discover

SPOTLIGHT

“Fast-paced”
Out,
“Rapid
Disruptions”
In



“Fast-paced” Out, “Rapid Disruptions” In

For the last two decades, the global business landscape has often been referred to as a “fast-paced” environment, and that was fair enough. The world ahead, on the other hand, is not merely fast-paced; we have entered an era of rapid and continuous

disruptions. The difference between the two is striking.

In the recent past, businesses needed to adapt to changes frequently, but those changes were mostly incremental, giving the organizations some time to adjust and strategize. Today, the landscape is radically different. Disruption is not just faster—it is unpredictable, multi-dimensional, and more complex than ever before.

Unprecedented Rate of Technological Disruption

The rise of technologies like artificial intelligence (AI), blockchain, and automation is reshaping entire industries overnight. To keep up with this, majority of companies globally are undergoing some form of digital transformation, most of which fail to meet the desired outcomes. Why? Because adopting new tools is not enough now—you need to constantly reinvent products and services, processes, business models, and organizational strategies to stay competitive and achieve sustainable profitable growth and value creation.

The time it takes for innovations to disrupt industries has also shortened. We now witness companies disrupting their markets in even less than a decade, while it took much longer to do so in the past. The average lifespan of companies listed on global rankings has also shrunk dramatically to under 20 years now, projected to drop even further.

Managing Change Is Tougher Than Ever

This era of disruption brings new challenges to leadership, particularly around managing change. Many executives now admit they are struggling to deal with the pace of digital disruptions. Traditional change management frameworks are no longer enough, since leading change in this environment is not just about innovation but the ability to pivot quickly and effectively manage disruptions in real time.

Companies that fail to adapt to this emerging era of disruption can suddenly find themselves irrelevant. Many executives believe their organizations could only survive within the next five years via structural transformation.

As part of this, leaders need to create a culture of rapid decision-making while also managing the complexities of organizational resistance, skill gaps, and operational revisions.

Workforce and Skills

Disruption

In addition to technological disruptions, companies also need to address workforce disruptions driven primarily by automation, AI, and changing demographic trends and expectations.

A notable portion of workforce skills will be disrupted, and millions of jobs will likely be eliminated or significantly changed by 2030 mainly due to increased level of automation. As a result, companies have to focus on reskilling their workforce, which means additional layers of complexity in change management.

Agility and Resilience: The New Business Imperatives

The key to surviving this era of disruption is not speed alone, but agility—the ability to respond to disruptions and pivot quickly—and resilience—the capacity to absorb shocks while continuing to move forward.

Obviously, leaders need to make sure their organizations develop both of these key skills. Those very few companies which successfully navigate large transformations are the ones that are agile and resilient in multiple facets, including finances and operations.

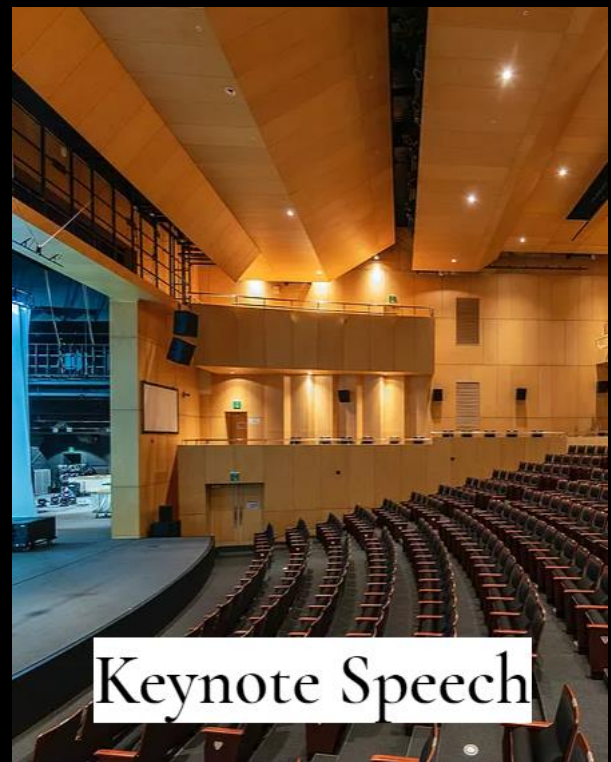
In short, seismic transformations and continuous disruption companies face today call for a new kind of leadership that is adaptive, anticipatory, and resilient. The businesses that survive and thrive will only be the ones that are able to embrace change and turn disruption into opportunity.

*#business #transformation #change
#disruption #innovation #leadership*

the insights and inspiration
you are looking for to succeed and
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IDEACATCH

Cracking the
**Return-to-
Office Debate**



Cracking the Return-to-Office Debate

Prior to COVID-19, on-site work was treated as an unquestioned norm or taboo for most corporations except very few. Remote work was considered infeasible for large-scale operations, even in industries and organizational

structures where it was technically possible.

The Unexpected Discovery of Remote and Hybrid Work

The forced lock-downs during those COVID times also forced organizations to adopt remote and hybrid models for the first time and purely out of necessity, and they were surprised to see they could also work this way with productivity levels not

only sustained but, in many cases, even improved.

Majority of associates report the same or higher productivity while working remotely. Executives rapidly introduced digital collaboration tools to accommodate hybrid work models, while also planning to increase spending on such tools and systems.

The Return-to-Office Debate: Vision vs. Tradition

Despite these successes, the return-to-office (RTO) debate has reignited, with many companies pushing to bring employees back on-site. The rhetoric has shifted from "We are a team—wherever we are" to slogans like "Better together." And this was something expected, as transition to remote and hybrid models was not a true mental shift for most organizations but was most like a temporary contingency measure until the crisis is over.

Now, moving back to the on-site model overlooks the potential for true flexibility. The majority of associates prefer to continue in flexible work models, with considerable portion of them even stating they would quit their job if forced back into the office full-time.

Moving Forward: Embracing True Workplace Flexibility

In reality, desk-based work does not inherently require physical presence. Moreover, given the technological advancements, the arguments for a rigid in-office approach weaken further. The time and energy devoted to daily office commute fundamentally diminish productivity and well-being of associates, too.

Hence, associates should have the right to choose where, when and how they work, with full flexibility becoming not a privilege, but a norm in the workplace of the future. And this does not hinder the option to use an office space for any necessary on-site activities (e.g. for face-

to-face business meetings or social gatherings), or to work in the office full-time as in the past for those who prefer to. Basically, forcing home-office does not align with the notion of full flexibility, as well.

This transition will help foster innovation, satisfaction, and ultimately better results for organizations that embrace it. What is more, corporations should move past this flexible working model issue, and start incorporating several other humanitarian adjustments in their working models, including but not limited to more and uncapped annual leave days starting the first year, 4-day working week and so on. In the end, we should all have worked efficiently, not any other way around.

#workingmodel #remotework

#hybridwork #flexiblework

#organizations

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VIEWPOINT

Raising a Child in the Era of AI



Raising a Child in the Era of AI

While it is so beautiful to be mommy or daddy, raising a child is extremely challenging on various different aspects. As a parent, preparing your child for the future can also feel overwhelming, especially amid societal changes on a global scale and rapid technological advancements reshaping industries. And

among those changes, recent developments in artificial intelligence (AI) space leads the way.

It might be tough to anticipate what skills and expertise will be relevant in 20 years from now (and hopefully beyond); however, it is extremely relevant and critical to question *this* as a parent now.

And the need to do so stems from the anxiety brought by the adoption of AI in

ever-increasing domains of life, threatening the professions of today.

STEM Careers: Pioneering the Future

In fact, the previous three industrial revolutions replaced many professions already (think of, for instance, what robotics and automation did in the shop floor). While human-machine interaction will continue to be the key going forward, with AI, it is evident that even more jobs will be either obsolete at all, or will be subject to profound change, compared to what happened during prior revolutions.

Emerging data and trends show that STEM (Science, Technology, Engineering, and Math) and creative arts are the two main paths for a future-proof career, combined with a focus on human-centric or soft skills.

Always been the main driver of innovation and progress, STEM careers will dominate future job market due to

increasing reliance on technology and the basic sciences behind. The fields that would particularly be in-demand include behavioral analytics, biomedical engineering, green and renewable energy, holistic healthcare and well-being tech, nanomaterials, nuclear fusion, and quantum computing. They are key to tackling pressing and emerging global challenges.

STEM + Arts = STEMA:

Unlocking Creative Potential

While STEM garners much attention, creative skills are equally important in a world being reshaped by AI. As AI can easily take over most of the (remaining) repetitive and more technical tasks, creative roles centered on human creativity and expression will thrive. Demand in user interface / user experience (UI/UX) design, entertainment, creative and immersive content creation backed by virtual and augmented reality, and arts will boom.

In other words, STEMA - combining STEM with Arts - seems to be the shorthand for future career courses.

Core Skills for Future-Readiness

It is also important to note that STEMA careers as mentioned above exemplify the value of cross-disciplinary knowledge bridging different fields and developing a diverse skill set that combines technical expertise with human insight and soft skills.

Therefore, a path in STEMA also requires supporting our children to nurture a set of transferable and soft skills that help them build adaptability, flexibility, and resilience. The baseline of those skills include but are not limited to critical thinking, problem-solving, curiosity, creativity, communication, emotional intelligence, environmental awareness, financial literacy, and time management.

These human-centric skills are vital to be able to navigate complex societal,

technological and organizational challenges and prepare for whatever the future brings. At the end of the day, things (and trends) change, fundamentals remain the same.

By encouraging our children to explore these fields, discover their interests and develop essential skills early on, we will be helping them develop themselves as well-rounded individuals who can pivot in a complex world.

Rethinking Education: Adapting to a Skills-Driven Future

Meanwhile, as the university system has been undergoing a profound transformation to accommodate rapid changes on the technological and societal arena, the need for a degree to step into a career will be a question mark for the newborns of today.

A notable portion of university programs will likely be obsolete in the next 20 years, and replaced by flexible, modular

education systems that emphasize skills and continuous learning over degrees, making it easier to transition between careers when needed as the job market evolves.

Therefore, rethinking the existence of post-secondary education (e.g. universities / colleges) – degree-granting institutions as we know today – might also be a good idea. And why not extend this thinking to the content and format of primary and secondary education, as well?

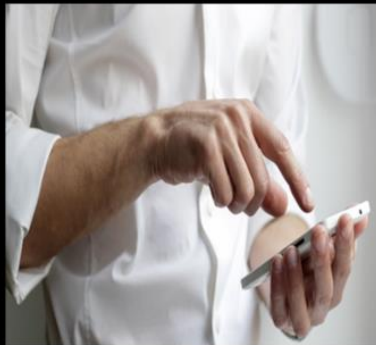
*#artificial #intelligence #AI #future
#proof #talent #expertise #STEM #arts
#STEMA #transferable #technical #soft
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MEANTIME

**C-Suite Agenda:
Balancing
Priorities
in 2024 and
Beyond**

AI & Tech

Corporate Resilience

Sustainability & ESG

Talent Management

Working Models

C-Suite Agenda
2024 onwards

Balancing Priorities

MCA

C-Suite Agenda: Balancing Priorities in 2024 and Beyond

Senior executives and the boards are dealing with a wide range of challenges, from adopting AI to incorporating sustainability and ESG, managing talent, designing effective working models, and building resilience against economic and

geopolitical uncertainties. These multifaceted challenges demand not just immediate action but strategic foresight to navigate the evolving business landscape.

Addressing these issues doesn't have to be overly complex, and in fact can be achieved by a simple yet practical line of thought: a simultaneous and balanced attention to financials, people, and the world. Focusing solely on one of these

three pillars at the expense of others will be quite costly, as it risks creating an imbalance that can undermine long-term success. While financial stability remains a critical component, without integrating human capital and environmental consciousness into the decision-making process, businesses will fall short of achieving sustainable profitable growth and value creation.

The Triple Focus: Balancing People, Planet and Prosperity for Sustainable Success

As the leadership team, it is essential to care about all your stakeholders—starting with your associates and customers. A motivated, well-supported workforce translates into higher productivity, innovation, and customer satisfaction. At the same time, incorporating environmental responsibility throughout your operations is no longer optional but a business imperative, given rising global awareness and regulatory frameworks. Finally, creating long-term value for

shareholders must go hand-in-hand with these considerations, recognizing that financial performance is increasingly tied to social and environmental factors.

Applying this balanced perspective when making business decisions will help you stay on the right path, aligning corporate strategy with evolving stakeholder expectations. Leaders who are able to strike this balance will not only navigate the complexities of today's business world but will also set the necessary foundation for future-proofing their organizations against emerging risks and opportunities.

#c_suite #agenda

#artificialintelligence #AI #tech

#technology #sustainability #ESG

#talent #talentmanagement

#workingmodels #corporate

#resilience

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