**BUSINESS ETHICS AND SUSTAINABILITY**

**Learning Outcome 4: ACTIVITY 2**

**Sustainable development: strategy**

Read the article and outline how the 7 points of the McKinsey framework can be used to analyse an organisation’s implementation of sustainability.

*Teh, D. and Corbitt, B. (2017) Building sustainability strategy in business. Journal of Business Strategy Vol 36 No 6 p39-46.* (This article will be available in your online student resources.)

Then apply the framework to analyse the approach of an organisation of your choice. Prepare a presentation to present your findings to the class, with a focus on how the organisation can learn from this analysis and more effectively manage implementation of sustainability strategy.

Now read the following article:

 *Jayakumar, T. (2016) From philanthropy to strategic corporate sustainability: a case study in India. Journal of Business Strategy Vol 37 No 6 39 - 50*

Use McKinsey’s 7S framework to analyse Sudharsan’s approach to CSR. What are the key findings of this study for effective implementation?