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HOW TO CREATE LASTING VALUE: THE MFB CHECKLIST FOR SUCCESSFUL SUSTAINABILITY PROJECTS

Dear Madam and Sir,

the world is mourning the passing of Steve Jobs. Steve Jobs changed the way we think about and use technology forever, putting his own stamp on everything from the personal computer to the music industry. His great genius lay in his intuition about what consumers want, expect, and most importantly, purchase: Products of unmatched elegance and simplicity. The iMac, iPod, iPhone and iPad demonstrate an elegance and simplicity that pervades everything from Apple products and services to its stores. Jobs repeatedly took an existing but half-formed idea and showed the rest of the industry how to do it properly. The so-called „ecosystem“ concept may be one of Jobs' most lasting contributions to global business. The idea is simple: create a closed universe of hardware, software and services that - thanks to tight integration - provides a superior experience for users. Everything controlled by Apple, from the beginning to the end – a sustainable system for lasting success. Jobs set the pace not only for his industry. Because of the fanatical loyalty he managed to inspire in customers, he was able to dictate the rules of the game. Everybody who wants to participate in the Apple success has to accept these rules: Manufacturers, telecoms, the music and film industries. No wonder, companies from many fields of business scramble to follow where he led.

To create lasting value companies need a precise action plan identifying what they are going to do differently and better to contribute to the implementation of a sustainable business strategy. Sustainability requires leadership, openness, innovation and inspiration, enthused employees, secure supply chains and efficient sales channels. And it demands a management caring

for the environment and societal needs. Steve Jobs was a master at this, creating and fulfilling needs we did not even know we had. The insistence on putting users/customers first and the quest for continuous improvement of products and business processes are great challenges. Successful companies know how to address these challenges and invest considerable resources for a profitable and sustainable future.

At MFB Resultants, we support companies to be able to sail fearlessly into the future, tackling unanticipated challenges and engaging broadly where no solutions exist today. Our experts provide a set of tools designed to help your management overcome barriers and build successful business cases for sustainability projects. The MFB checklist is designed to help managers understand the many business cases for sustainability and win support to put them into practice. We want to help your management make better decisions which create real value.

You can register for downloading the MFB checklist for successful sustainability projects [HERE](#).

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