## Connecting the Dots in Sustainability

### The Goal
Help TOTO build and deliver “The Sustainability Strategy”

### Activities
1. Understand the sponsors and finalize the project scope
2. Interview 25+ employees
3. Create a single message for sustainability
4. Deliver the message for different audiences: Employees, Suppliers and External Stakeholders

### Tools
- Iceberg, The vision principle, 5 stages of corporate sustainability
- Stakeholder interviews
- Stages of emerging drivers, Check in and check outs
- Shifting the burden, System Dynamics
- Ladder of inference, Four Player Model

### What we heard...

### What We Learned
- Leadership is a connection of passion, vision, action, engagement, and communication
- If no one follows, you are not a leader. This applies to our internal teams and in the market.
- We have to deliver the message in a simple way frequently and consistently.
- We need to engage and connect the stakeholders into the same vision.

### Recommendations
1. Create a single message between the parent company and TOTO USA
2. Internal Engagement Strategy
3. Form a sustainability team
4. Transform the supplier relationship to a true partnership
5. Networking and Alliances
6. Decision Tools
7. Create Rewards

### The Team
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