

MSQPC – The Quality Center Offers New In-house Workshop on the Development of Your Organization's Corporate Sustainability Plan

Today's business imperative. Corporate sustainability planning has risen in prominence over the past few years among leading organizations as a tool to achieve strategic dominance within the global marketplace. Corporate sustainability planning builds on the organization's core values, and can provide direction and rationale for the integration of sustainability principles among employees, vendors, and customers.

Benefits of a corporate sustainability assessment:

- Increase revenue
- Reduce costs
- Enhance your organization's brand, reputation, and market value
- Attract and retain the best employees
- Mitigate regulatory and business risks
- Leverage the triple bottom line

In this highly interactive 1-day workshop participants will learn to:

- Conduct a Quick and Easy organizational self-Assessment for Corporate Sustainability
- Complete the Corporate Green Sustainability Index (CGSI) and the incorporation of the Global Reporting Initiative (GRI) Index to identify corporate sustainability issues for an organization
- Identify key **economic** (financial/cost saving Factors), **environmental** (risk/requirement factors), and **Social** (human/employee development Factors) otherwise known as the "Triple Bottom-Line" for an organization
- Develop a corporate sustainability plan and budget that incorporates the **Global Reporting Initiative (GRI) Index** that is being used by over 1500 major companies world-wide

All participants will receive Dr. Fisher's new book, *Corporate Sustainability Planning Assessment Guide*, published in August by ASQ's Quality Press.

If your Organization would like to have Dr. Fisher and his Staff conduct this workshop and help your Organization develop a Corporate Sustainability Plan, please contact Dr. Donald Fisher, Executive Director, MSQPC-The Quality Center, Memphis, TN dfisher@memphischamber.com, 901.543.3551

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About the Presenter

Donald C. Fisher, Ph.D.

Donald Fisher, Executive Director/CEO of Mid-South Quality /Productivity Center —The Quality Center in Memphis, Tennessee, a Tennessee Board of Regents Center of Quality Emphasis, has presented the Malcolm Baldrige Award Criteria internationally to Hitachi, Ltd. in Japan, to the Center for Productivity in Maracaibo, Venezuela, and to a group of international suppliers in London. He has worked as a visiting scholar (Commissioned by the World Bank) with the President and Prime Minister of Mauritius (an island nation located in the Indian Ocean) to oversee that nation’s first ever Baldrige award program. In addition, he worked with the Federal Express Corporation in Dubai, United Arab Emirates, on their Baldrige Application for the Dubai Quality Award. He has worked with 85 presidents of worldwide companies owned by the Hong Leong management group in Kuala Lumpur, Malaysia to help them use Baldrige criteria for strategic planning. Fisher also served as an advisor for Gate Gourmet International (a division of SwissAir) “Global Service Excellence” Baldrige project in Zurich, Switzerland. Fisher is a multi-year veteran of the Board of Examiners for the prestigious Malcolm Baldrige National Quality Award and has judged quality performance based on the Baldrige criteria for more than 170 leading organizations worldwide. He has traveled throughout the world helping organizations with awards similar to the Baldrige Award. He is the author or co-author of a number of books, including *The Simplified Baldrige Award Organization Assessment*, *Demystifying Baldrige*, *Measuring Up to the Baldrige*, *Baldrige on Campus*, *The Baldrige Workbook for Healthcare*, and *Homeland Security Assessment Manual (A Comprehensive Organizational Assessment Based on Baldrige Criteria)*. In addition, he serves on numerous quality boards throughout the United States and the World.

He presently serves as a judge for the Arizona State Quality Award and was a founding member of the board of directors and one of six judges for the Tennessee Quality Award. He is a past member of the Advisory Board and the Panel of Judges for the Commonwealth of Kentucky Quality Award and serves as a director for the Alliance for Performance Excellence. In addition to these appointments, he was appointed to serve on both the President’s Quality award Program Panel of Judges in Washington D.C. and was selected as one of eight senior judges for the Secretary of the Air Force Unit Quality Award. He served as a consultant to the National Association of College and University Business Officers (NACUBO) National Project on developing its Baldrige-based Management Achievement Award (MAA) for American colleges and universities. In addition he served seven years as a judge for the RIT/USA Today Quality Cup Team Award.

His extensive research, along with his early involvement as a Baldrige examiner, gives Fisher unique knowledge and credentials related to corporate sustainability planning and the use of the Baldrige Criteria as a corporate sustainability assessment tool. Fisher has developed a corporate sustainability training system entitled Process Activated Training System® (PATS), which is used by the United States Postal Service nationwide. This system has been used to transform best practice sustainability initiatives into training scripts.



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