



## 3 Minute Self Assessment

**Step 1.** For each question below, give your company a score of 0 to 10, where 0 means “not us/don’t know” and 10 indicating “we’ve done this, done it well and we can prove it.”

We’ve effectively cut through the “green” noise and have come up with a real plan and a real sense of direction. 1 2 3 4 5 6 7 8 9 10

Our green/sustainable plans fully mesh with our organization-wide strategic plan for short and long-term success. 1 2 3 4 5 6 7 8 9 10

We have company-wide buy-in for our green/sustainable plan. Everyone’s on board, they understand their part and how to do it. 1 2 3 4 5 6 7 8 9 10

Our sales team is well trained, prepared and genuinely comfortable engaging our clients and prospects in green/sustainable conversations. 1 2 3 4 5 6 7 8 9 10

Our green/sustainable programs are critical to our efforts to ensure our clients see us as a sustainable partner – not just as another vendor. 1 2 3 4 5 6 7 8 9 10

We’re a green link in our clients’ supply chains, and work to help them achieve their own green/sustainable goals. 1 2 3 4 5 6 7 8 9 10

We regularly measure our progress toward our green/sustainable goals, especially our successes in reducing, reusing and recycling. 1 2 3 4 5 6 7 8 9 10

All our clients are comfortable with our green/sustainable efforts and our plans for the future. 1 2 3 4 5 6 7 8 9 10

We’re ready for the requirements of the Walmart “Sustainability Index” today. Our current efforts are enough to meet the new measurement and reporting demands. 1 2 3 4 5 6 7 8 9 10

We’ve communicated our green/sustainable plan to our entire client base, and we regularly share with them (and our community) our measured progress to date. 1 2 3 4 5 6 7 8 9 10

**Step 2.** Add up your total score. (An answer of 8 equals 8 points.)  
*The highest possible score is 100. Should you score 100 points, your company is indeed a rarity and an amazing company!*

Our Green/Sustainable “ready” score is:

**(refer to the chart on the next page to interpret your score)**

# Green/Sustainable is here... Are YOU ahead or behind?

SCORE	What it all means...
90-100	Wow. You've really taken this to heart, made plans and made demonstrable progress. Congratulations and thank you for setting such a great example for the rest of the business world. If you're willing to share your story, we'd love to hear it. Please contact us to set up an interview.
80-89	Not too bad. In fact, you're far ahead of most other businesses, even many of those with 3rd party certifications. If you want to further your efforts, we're happy to visit with you to see if there are ways our team might give you a boost to the top level. Consider becoming a member of the Our Green Value members only website to stay on top. And, of course, if you've not kept your strategic plan up to date, now's the time. Don't lose your edge!
70-79	If average is good enough for you, then you should not need to give this more effort right now. That assumes, of course, that you expect others in your industry (and your supply chain) to stay exactly where they are today, too. If, however, you anticipate your competitors will make strides in their green/sustainable projects (which really is happening all around you), and your clients might increase their "greenness" also, sitting still is really just sliding further behind. Take action now. If you don't have a strategic plan (one you'd be proud to share with your best client), get busy writing it. The Our Green Value Focused Growth e-workbook can be very helpful to you. If you're struggling with "the Walmart Effect" or other external pressures, consider becoming a member of the Our Green Value members only website to access our toolbox to help you catch up. Don't fall further behind!
60-69	Below average is not where you want to be. And, given the stakes of losing business and/or your best people, you really should consider getting started with open dialogue with your clients, your suppliers and your team, and then establish a plan and get to it. A blend of our on-demand offerings, customized consulting and utilizing the Our Green Value Focused Growth e-workbook to create your plan are likely all good things for you to consider right away. And, definitely consider becoming a member of the Our Green Value members only website or contact us to apply for the Platinum level package. You may need it to catch up.
59 or lower	You're behind. And, you stand a good chance of losing clients and compromising your long term success. In today's world, you're likely not considered "sustainable" for long. You're lagging, and you need to do something about it now. While you could likely get a lot out of our on-demand offerings, you probably need a more one-on-one approach. Our team will be happy to meet with you to see if we can help you get back in the game.

## About Our Green Value™

Our team of seasoned business experts go far beyond simply understanding today's green and sustainable issues. By applying core business principles, infused with the nuances of today's green forces, we'll help you take advantage of the changing landscape rather than get left behind. Whether a green business or simply a business now being affected by green, we see the opportunities, and so will you.

If you're willing do to the work, we'll open up our toolbox (through our membership site). If you need more help, we'll bring our toolbox to you (through consulting and coaching). Either way, from green basics to business growth and sustainability, we'll help you put your new knowledge, insights and skills to use immediately to build "green value" in your life, your career and our collective world.

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**PARTNERSHIP FOR A SUSTAINABLE GEORGIA**  
GREENER GEORGIA. BETTER BOTTOM LINE.

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