

# The Business of Sustainable Business



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Name: \_\_\_\_\_ Class Period: \_\_\_\_\_ Date: \_\_\_\_\_

1. Respond to the following questions:

- What is the purpose of a business or corporation?

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- In your own words, describe the "triple bottom line."

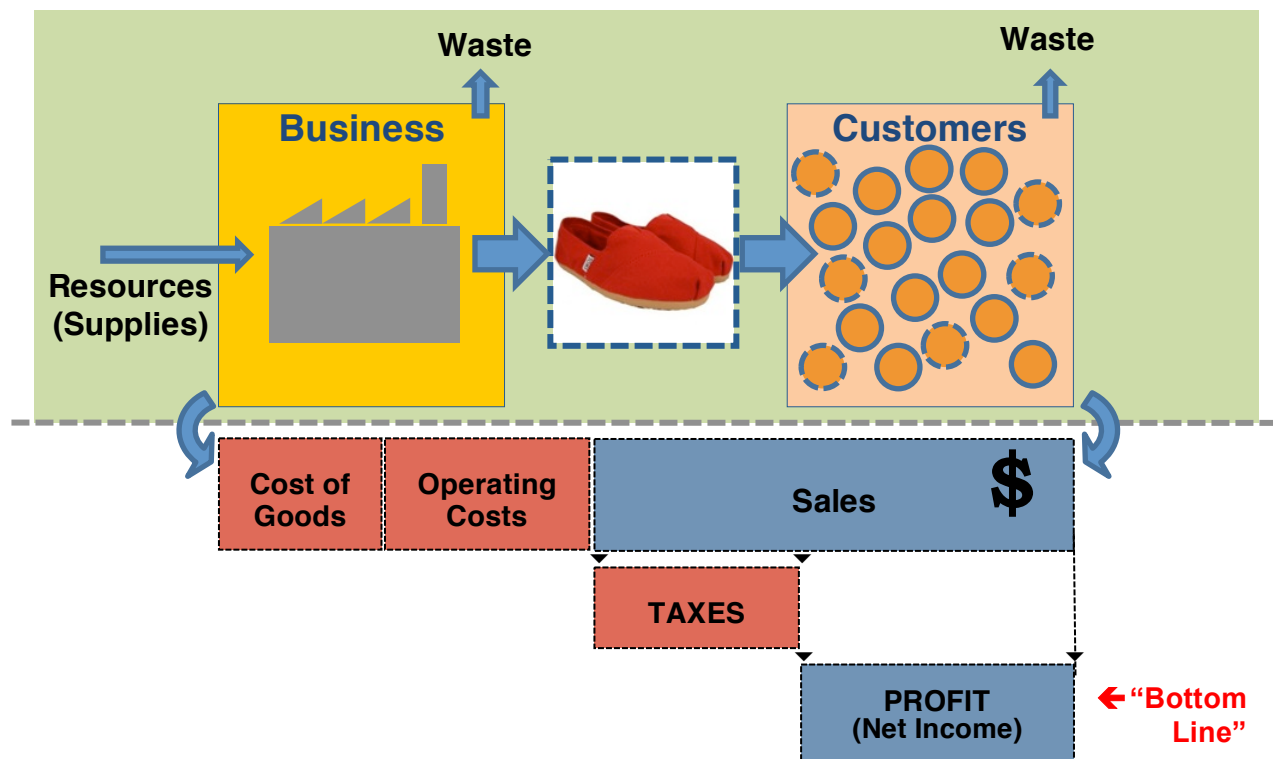
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2. Think about the following question, and write down your ideas below:

How might business do better?

Brainstorm ideas about how the business in this business model might do better, both in the "bottom line," and in the "triple bottom line." Note these ideas on the corresponding area of the Simplified Business Model, and be prepared to share your ideas with the class.



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3. Write down what you know about Tom’s Shoes, and their commitment to being a responsible company with sustainable value. Think about how Tom’s Shoes shows their “triple bottom line.”

4. Please respond to the following questions in 2-4 sentences. Be thoughtful, and apply concepts of the triple bottom line, and sustainable value, to your response.

Think about what kind of company you would like to work for in the future. What kind of values do you think are important for your company to have? Is it important to you that a future employer has initiatives that meet the “triple bottom line?” Why or why not?

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