

STRATEGIC ADVISORS to the Sustainable Economy



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Strategy. Integration. Implementation.

Natural Logic helps companies and communities adapt to the rapidly changing market demands driven by shifting environmental expectations throughout the world.

Natural Logic's strategic, analytic and management services — supported by unique and powerful tools — build our customers' profit, resilience and competitive advantage through exceptional environmental performance.

How? Our strategic assessments evaluate your company's aspirations, processes and productivity, and identify hidden opportunities to recover the lost profit embedded in "waste" of all kinds. Our design, training and implementation services help you put the "how" into practice. Our monitoring systems and services enable you to track — and drive — performance toward breakthrough goals.

Natural Logic.
Sustainable performance you can take to the bank.™

A systematic, integrated, results-focused program, tailored to your organization's needs and concerns

- **Assess:** Map resources, operations, culture and markets to identify opportunities, goals, risks and key leverage points.
- **Engage:** Bring your stakeholders together to clarify aspirations, commitments and contributions.
- **Strategize:** Design and plan pragmatic strategies that meet - or exceed - your environmental, social and economic goals.
- **Implement:** Work closely with your staff, community organizations and business community to deliver action *and traction* - programs that stick.
- **Measure:** Forge agreement on success metrics, and deliver interactive dashboards that track *and drive* performance.



Strategy:

Charting Your Course

We start by mapping your strategic landscape, identifying the risks and opportunities — seen and unseen, current and emerging — that it presents to you, and evaluating your organization's capacities to exploit them.

We'll help you:

- Understand what business you're really in — your true value proposition
- Map and assess your risks and opportunities — and your capacity to respond to them
- Embrace goals sufficient to both the challenges the global economy faces, and the opportunities available to your organization
- Fully account for and evaluate the costs and benefits you're likely missing — so you can capture the value you're likely leaving on the table.

Set the powerful goals that enable your team to adapt and thrive in the uncertain futures we all face.



Feedback:

Reading the Signs

Knowing where you are, as well as where you're heading, gives you a far better chance of getting there. Our metrics management processes and interactive performance dashboards help your people know where they are, where they're heading, and what they can do — with maximum independence and creativity — to get there.

- Set powerful goals - sufficient to the challenges and opportunities you face
- Measure what matters - from value drivers to greenhouse gases
- Benchmark best practices
- Deploy interactive dashboards that track *and drive* performance
- Build CSR reports that change thinking
- Choose financial tools that don't leave money on the table, and that your people can understand and use.

Turn performance tracking and reporting into generative feedback that supports better decision making.



Implementation:

Making it Go

All the good ideas in the world — and all the lofty goals and policies — are worth nothing if you can't embed them in your organization, implement them effectively, and consistently harvest the benefits. We help you engage your entire organization, to innovate and implement — quickly, effectively, profitably, gracefully.

- Improve operations & productivity
- Communicate, engage and coordinate through powerful conversations
- Engage the creativity of your entire value chain
- Turn Supply Chain Management into Supply Chain Value Creation
- Streamline management systems
- Get your entire team on the same page — to reap the dual benefits of creativity and coherence.

Achieve powerful, profitable results. Guaranteed.

NATURAL LOGIC, one of the country's leading sustainability advisors, has helped companies and cities create effective, pragmatic, and economically sound sustainability initiatives, and integrate them into existing operations. Our team has decades of experience building clients' abilities to innovate, and to lead the global movement toward sustainable economies.

Natural Logic delivers action, not shelfware. So if you're serious about making a powerful difference — for your stakeholders, for the planet and for your bottom line — we're prepared to have *our* compensation ride on *your* results. Call us today, to explore what we do for you.