

# EPIC JOURNEY

*Over the next decade we will see businesses and organisations change considerably for a number of significant reasons, some of these include:*

## — DIFFERENT EXPECTATIONS OF “WORK”

Work used to be somewhere you went. Now it's something you do! The daily grind of travelling to the office, doing the 9 'til 5 (or more likely the 7 'til 7!) is coming to an end. Employers who demand this, will increasingly lose the best talent.

## — FAMILY LIFE

Dads want to play a larger role in bringing up their children. They don't want to be in the office for 60 hours per week, but in most families it is the mother that still undertakes the majority of childcare and other domestic duties.

## — MANAGING GENERATIONAL CONFLICT

We now have five generations in the workplace, the Veterans, the Baby boomers, Generation X, Generation Y, and the beginning of the Generation Z. Generation Ys and Zs have different requirements and expectations about work, compared to the other groups, and need managing and rewarding using new models of engagement and reward.

## — FAIR REWARD

Women no longer expect to earn 85p for every £1 a man earns doing the same job. They WILL leave and find employers who reward fairly and equitably.

## — DIVERSE TALENT

Organisations increasingly recognise that talent exists in all communities - but most executives are still White, male, straight, and non-disabled. There is much to be done; and diversity is currently a key business priority for many.

## — ETHICAL EXPECTATIONS

Stakeholders are holding organisations to account; demanding they are more ethical, transparent, and fair in all areas of their operations, such as executive pay, procurement and advertising.

## — ENVIRONMENTAL SUSTAINABILITY

The Earth is suffering. Organisations accept and recognise they must reduce harm to the world's resources by reducing carbon emissions and adopting more eco-friendly, sustainable practices.

*But it can be difficult to know where to start, and what to focus on first.*

*And so to help organisations at every step along the way, Abundant Sun has launched its Ethical Performance Improvement Campaign:*

## THE EPIC JOURNEY



This is a structured transformation process which allows your organisation to take stock and begin its own journey of living its corporate values, having greater transparency, and meeting the needs of all stakeholders in the 21st century - and all linked, of course, to achieving improved business performance.

We know for sure that a positive and profitable relationship exists between ethical performance and financial performance, as this is the empirically sound conclusion from almost 100 separate studies, conducted over 30 years of research.

Our approach will move you way beyond the question of “Does Ethics Pay?” by starting with a robust assessment of your current position, including participation in our **EPIC Values Index (EVI)**. This tool enables us to work in partnership

with you in developing a vision, a strategy and an action plan to help you achieve success in becoming a more ethical organisation.

We recognise that every organisation has a unique set of issues, and our approach is tailored to your precise requirements; that makes the EPIC Journey equally suited to both big and small organisations; private and public sector.

Abundant Sun is a vibrant international organisation development agency addressing the complex relationship between financial performance and business ethics.

To get started on your journey, contact us today on **+44 (0)7956 151 292** or email us at **andrew@abundantsun.com** to find out more.

