

ENTERPRISE  
SUSTAINABILITY

1

SKILLS DEVELOPMENT

RETENTION OF  
PROFESSIONALS

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Host : CESA YPF

# Sustainability

.....A business that meets the needs of the present generation without compromising the ability of future generations to meet their own needs.



Responsible enterprise for  
a sustainable society..

# Shareholder value vs stakeholder value..

Designing purposeful  
systems – values based  
engineering.



Develop a True North.



Be an employer of choice,  
an industry of choice.

We shape our dwellings  
and thereafter, they shape  
us..

Winston Churchill





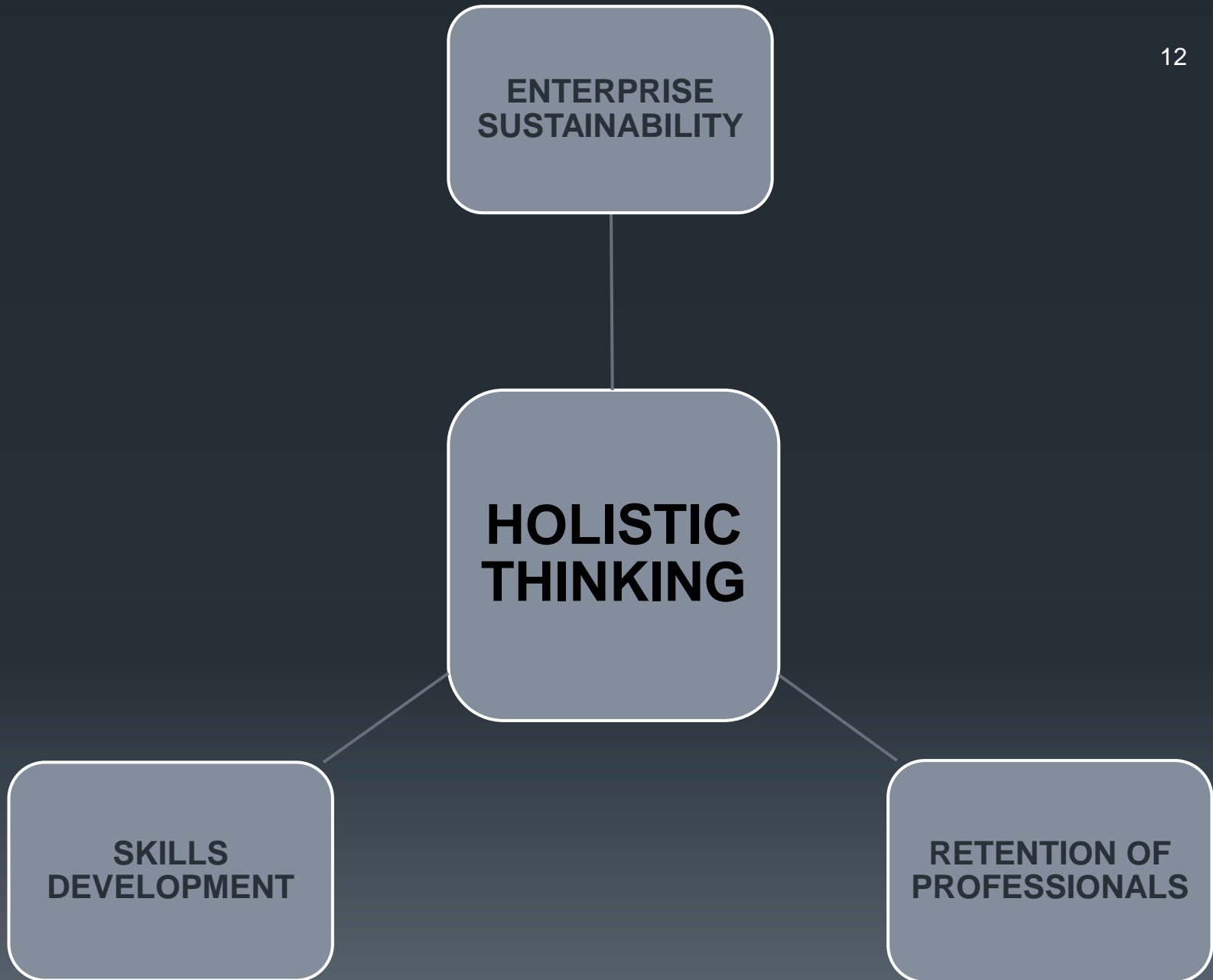
Reactive..



Reactive → creative



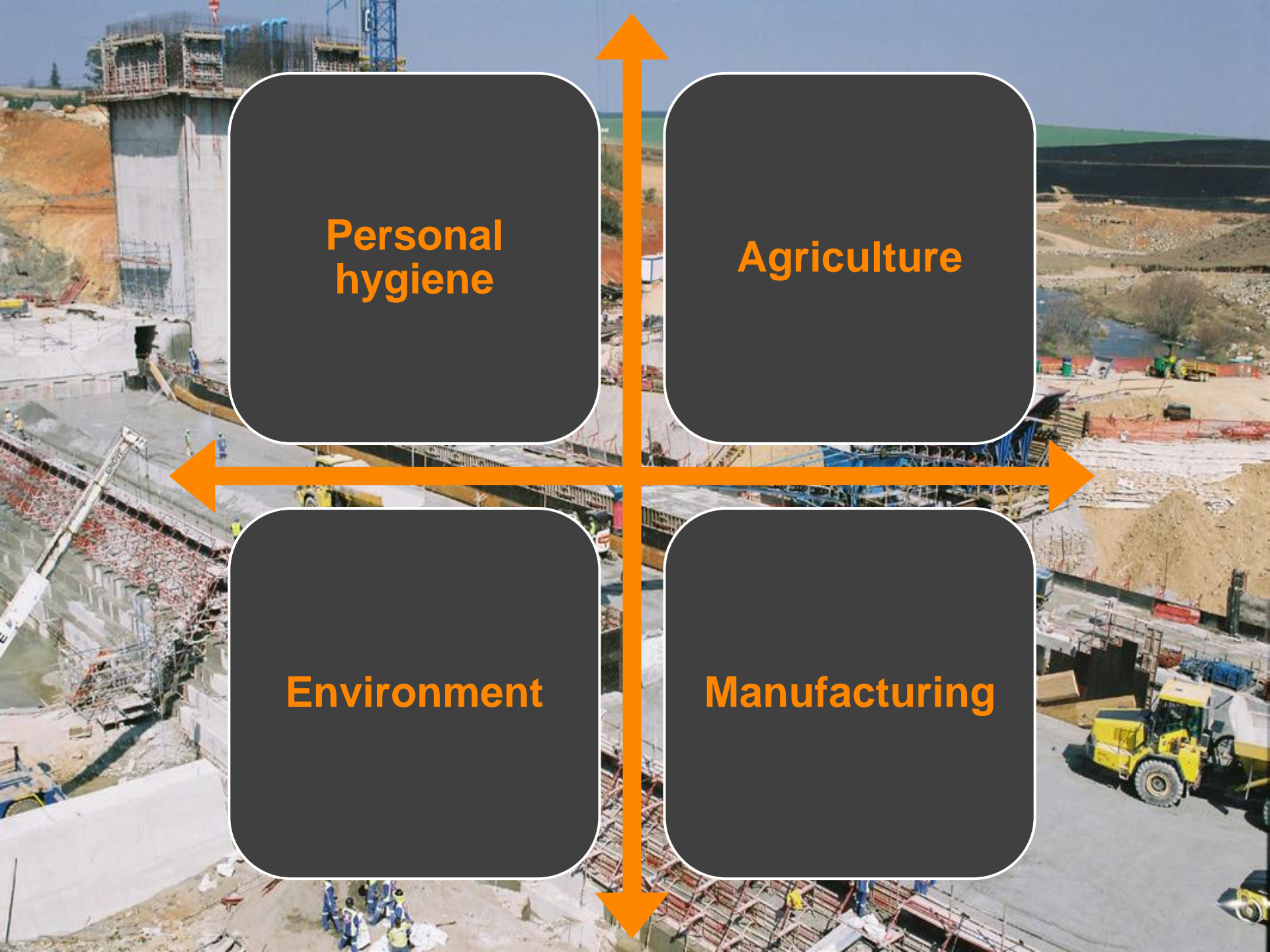
Reactive → creative → generative



# Ho-lis-tic

.....characterised by  
comprehension of the parts  
of something as intimately  
interconnected and  
explicable only by reference  
to the whole.





**Personal  
hygiene**

**Agriculture**

**Environment**

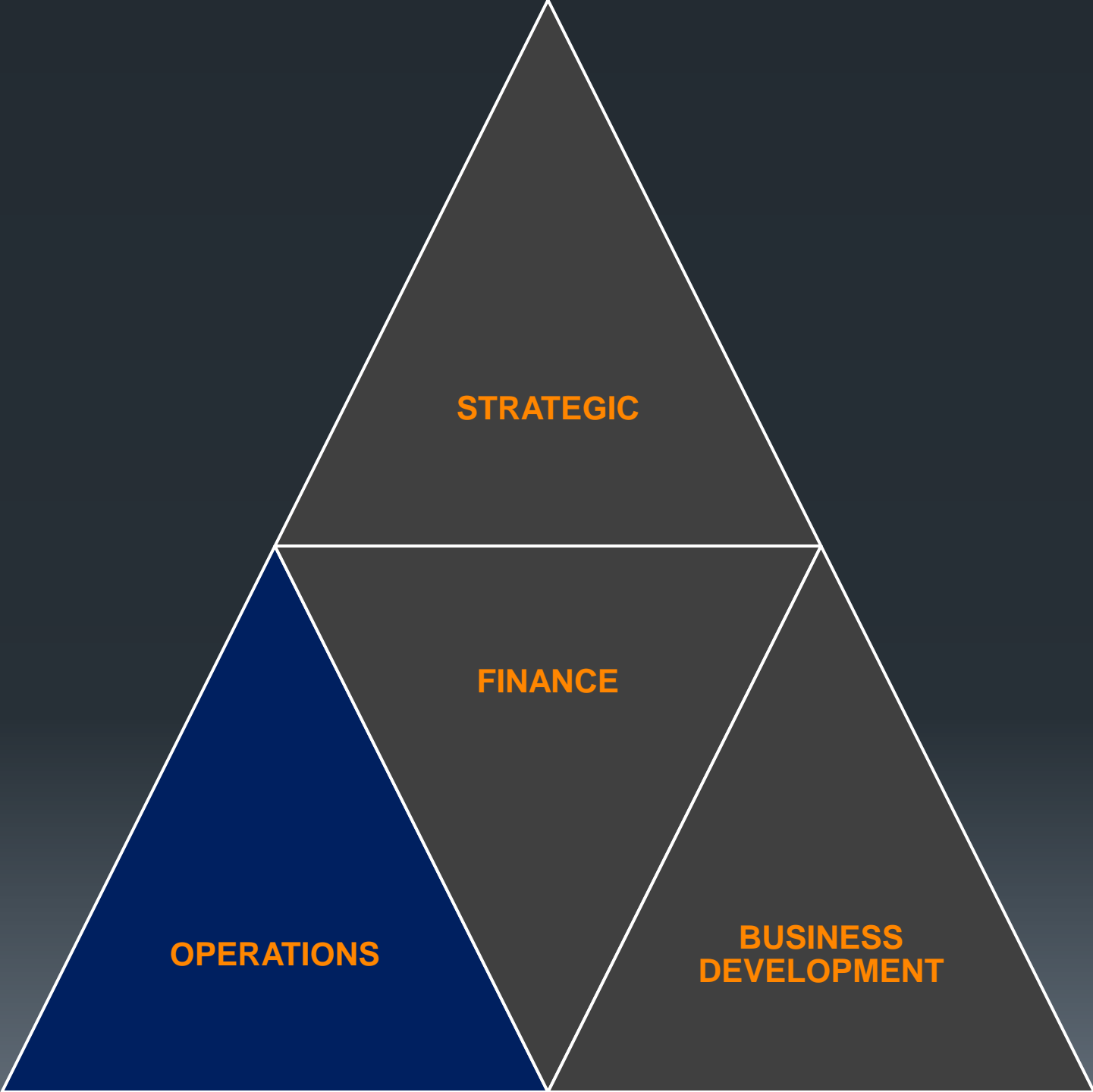
**Manufacturing**



## **OPERATIONS**

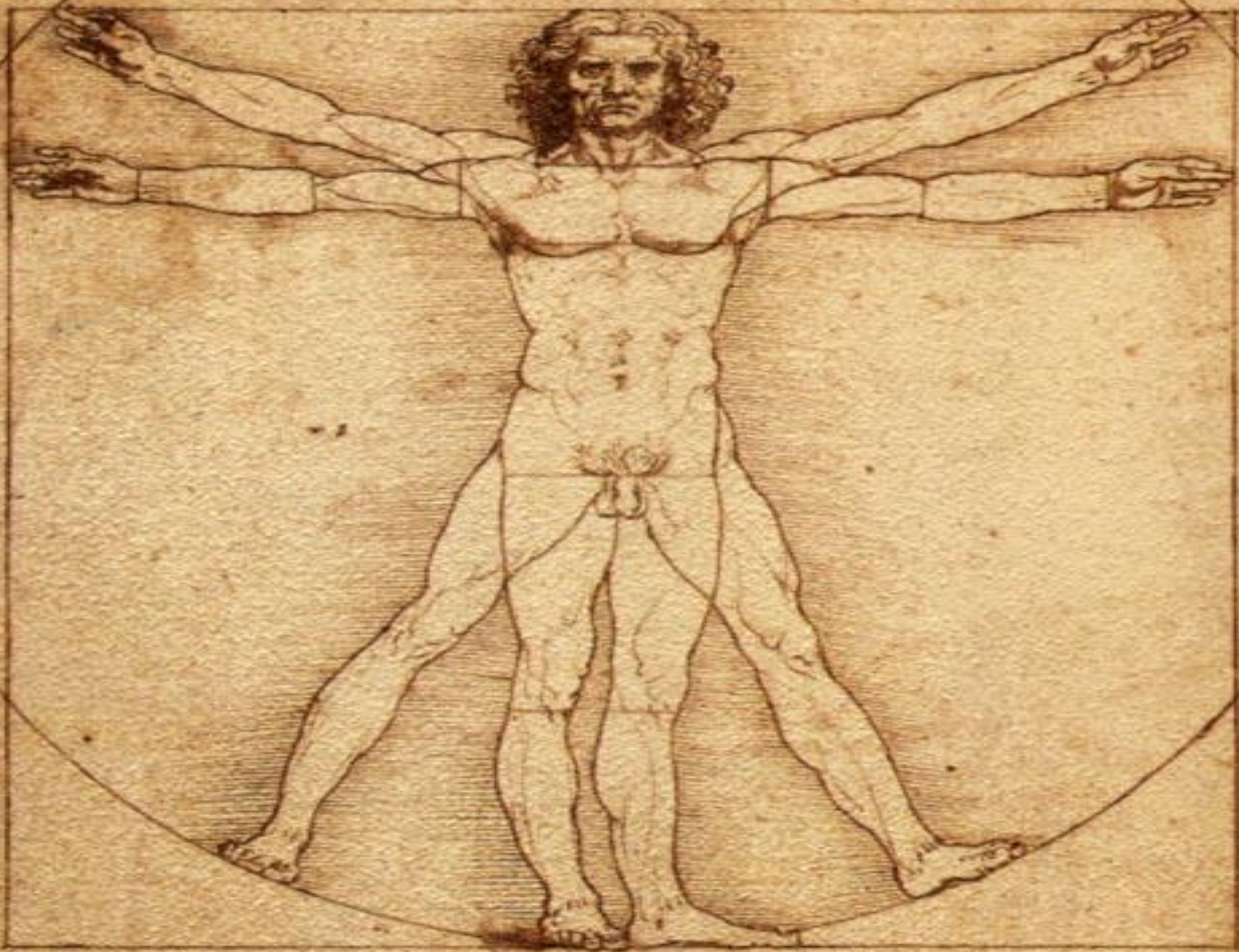
**(engineers, QS,  
architects, contractors)**





When engineers & quantity surveyors discuss aesthetics and architects study what cranes do, then we are on the right road.

Ove Arup



Ho-lis-tic

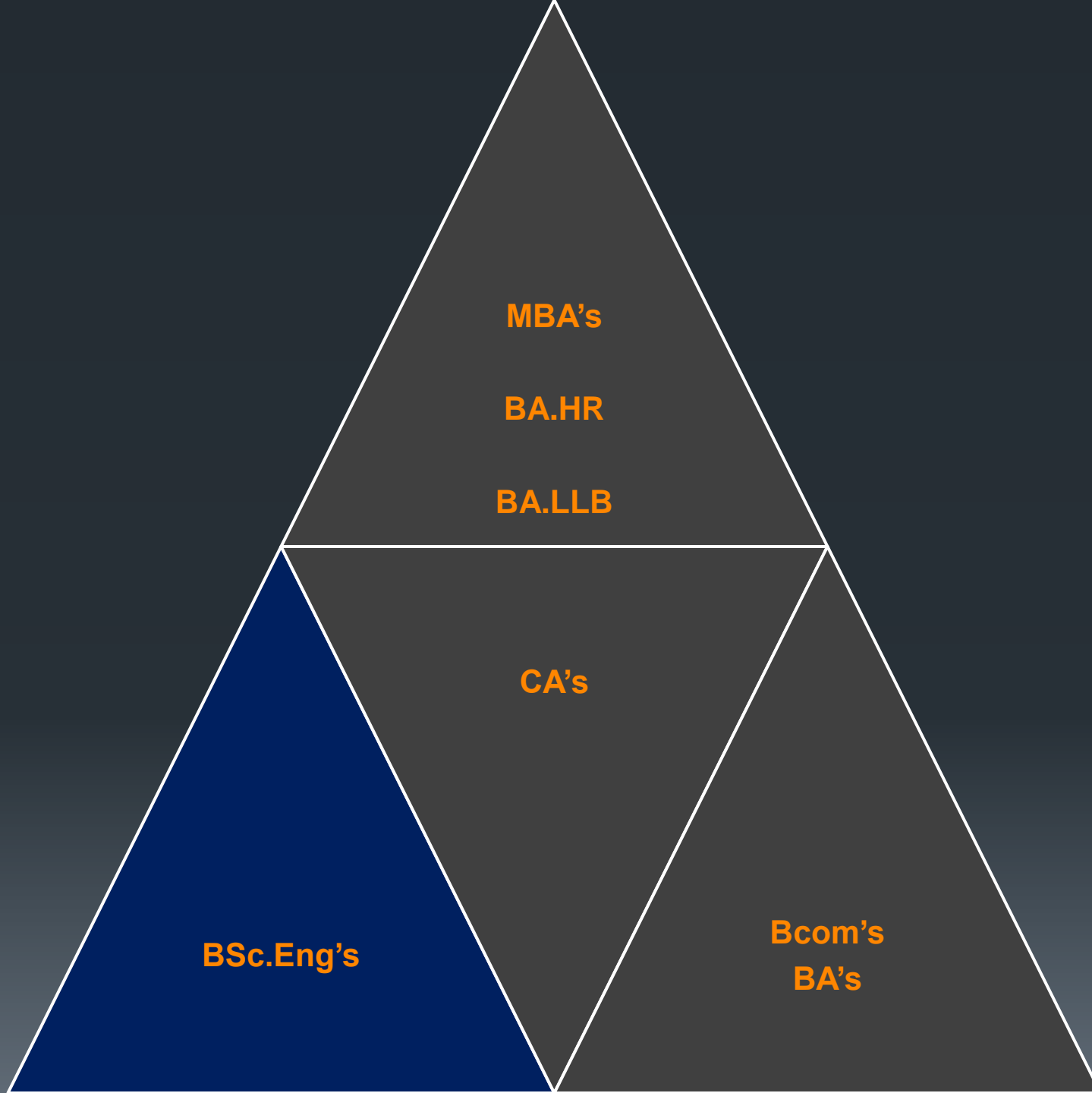
.....characterised by the treatment of the whole person, taking into account mental and social factors, rather than just the physical..

**Technical  
&  
Knowledge**

**Emotional  
&  
Personal**

**Left Brain**

**Right Brain**



The first duty of a university is to teach wisdom, not a trade; character, not technicalities. We want a lot of engineers in the modern world, we do not want a world of engineers.

Winston Churchill

IT'S NOT JUST ABOUT YOU  
OR WHAT YOU CAN DO  
ALONE..



# MENTORSHIP

Learn from others mistakes  
& successes.

# INTEGRITY & DISCIPLINE...

Do what you say you are going to do, when you say you are going to do it, to the best of your ability.

ENTERPRISE SUSTAINABILITY → **CAUSE,  
CONTEXT, TRUE NORTH & STAKEHOLDER  
CONSIDERATION**

SKILLS DEVELOPMENT → **THE WHOLE IS MORE  
THAN THE SUM OF THE PARTS, LEAD ONESELF**

RETENTION OF PROFESSIONALS → **PURPOSE,  
VALUES, MEANING, MENTORSHIP**

The road to success is  
always...

