

## RESILIENT REALISM: “AVOID GREENWASHING PITFALLS”

This summary of the Resilient Realism Webinar is authored by LINKCO. The webinar took place on December 14th, 2022. We considered why avoiding Greenwashing and improving a company’s environmental credentials will positively impact bottom line results. Our speaker was Dr. Todd Cort.

Based in Southern California, LINKCO is an Executive Search and Consultancy with twenty plus years of broad business experience. We serve top Middle Market clients providing highly accomplished CXO and Upper Management talent, cross industries, in North America.



**“Avoiding Greenwashing Pitfalls”** continues LINKCO’s series unpacking the actual thinking, steps, and stakeholder engagement behind your company’s environmental credentials. Businesses large and small can learn from Dr. Todd Cort’s experience analyzing why environmental risks should be avoided. He gave pragmatic examples of external and internal factors causing companies to Greenwash. The presentation was highlighted with specific examples of real life fall out and potential risks to companies.

Recommendations of how to avoid/mitigate the internalization of Greenwashing were presented including:

- protecting human capital by bolstering Health and Safety protections,
- build up capital reserves to reduce the magnitude of financial impact,
- diversify supply chain and lengthen time frame of potential risk,
- have in place management systems, like business continuity plans, community outreach and public relations teams to prevent loss of good will of employees, investors, customers.

On Todd’s wish list to help companies evolve and avoid the pressure of Greenwashing is to get rid of Quarterly reporting! It’s too short and pressured of a time frame to adequately measure environmental achievements. He further noted that as “Radical Transparency” becomes more and more common, companies will find less wiggle room to avoid long term bad faith Greenwash labeling.

A final and surprising business case of an industry that Todd is acutely watching is the Agriculture through the lens of the 6 capitals of integrated reporting: financial, manufactured, intellectual, human, social and environmental. He is excited about how some sectors, like organic sustainable wine growing are maximizing this 6 capitals model.

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LINKCO | [Teri@linkco.net](mailto:Teri@linkco.net) | [LINKCO.NET](http://LINKCO.NET) |