

## REV SUCCESS STORY: THE KEN BLANCHARD COMPANIES



The Ken Blanchard Companies are global leaders in workplace learning, productivity, and leadership effectiveness that are best known for their Situational Leadership® II program—the most widely taught leadership model in the world. Because of their ability to help people excel as self-leaders and as leaders of others, SLII is embraced by Fortune 500 companies as well as mid-to small-size businesses, governments, and educational and non-profit organizations. The company was founded in 1979, with the dream to unleash the power and potential of people and organizations for the greater good. This mission guides interaction with clients, and in creating and sustaining the best workplace experience possible for associates.

### KEN BLANCHARD COMPANIES' GOAL

The company has had a Green Team in place since 2003. They have set ambitious long-term goals for 2020 including a 50% reduction in CO2, 50% renewable energy, and 75% less waste. The hope was that the Sustainability Circle could help move them toward these goals by focusing attention on the business advantages of sustainability including brand differentiation, increased profitability, and employee engagement. They wanted to see the decision-making process shift toward making day-to-day decisions based on the triple bottom line.

***“This is a great way to put momentum behind your sustainability efforts. The information, the coaching, help from your cohorts will put you in a good position to move forward. It will help you improve your employee engagement, promote your brand, and insure higher profits by helping you find better ways to do what you do.”***

Gary Onstad, Product Developer

### ACTION PLAN HIGHLIGHTS

- Sustainability product report with each product release including rationale for materials and vendor use
- Establish plan to replace aging HVAC units - 2 per year
- Establish an energy dashboard for Escondido campus buildings



- Conduct insulation upgrade audit
- Conduct waste management study. Develop action plan to reduce by 25% or greater
- Explore on-site composting station and obtain approvals
- Explore options for harvesting water
- Install motion sensors, LEDs, thermostat set pts.

### RESULTS & BENEFITS

- Newly released version of flagship product is 40% lighter, creating all kinds of savings: less material, lower shipping costs to customers, better design, and better product
- Joining the Circle changed mindset and the cultural thinking around decision-making, refocusing the decision-making toward the triple bottom line
- Greater empowerment to bring solutions to the table

***“Our customers are asking us frequently about our sustainability plans in RFPs, and our response is being very well received. It increases interest in upgrading to our newer products, enhancing revenue opportunity!***

***The best part was learning what other companies have done or will do, all of the green ideas that came out of the Circle.***

Jim Clinger, Facilities Manager