



**\*STRATEGY FOR SUSTAINABLE**  
**BUSINESS\***

**ASSIGNMENT**

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# Theranos

## **Why sustainability in organization is a growing concern?**

Sustainability is increasingly becoming a necessity for corporations due to changing perspectives around the world. It is becoming even more critical for companies to address the gap between knowing and doing by embracing sustainable business practices. Sustainability can be defined as providing for the present needs without compromising the needs of the future generations to meet theirs. It has three pillars: economic, environmental and social.

### **The Importance Of Sustainability**

Although 90% of executives think sustainability is important, only 60% of companies have a sustainability strategy. Often, companies that speak of being sustainable are lacking when it comes to implementation. One of the reasons I believe this is happening is because CEOs and corporate boards are not as engaged as they should be with sustainability strategies.

- Add Brand Value And A Competitive Advantage
- Meet Consumer Demands
- Increase Efficiency

Corporations have heard the message very clearly, and now I've observed that there is an increase in the number of large corporations that have a chief sustainability officer . Not only are there more CSOs, but the rank of the CSO is also rising. Economic, social and environmental sustainability is a must in today's business environment. It has a lot of benefits as well. A corporate strategy focusing on sustainability can add brand value, meet consumer demands, increase efficiency, attract valuable talent and create new opportunities.

**kindly explain the role of shareholders and founder in the overall fraud .**

Holmes' alleged fraudulent conduct, she is being stripped of control of the company she founded, is returning millions of shares to Theranos, and is barred from serving as an officer or director of a public company for 10 years, said Stephanie Avakian, Co-Director of the SEC's Enforcement Division. This package of remedies exemplifies our efforts to impose tailored and meaningful sanctions that directly address the unlawful behavior charged and best remedies the harm done to shareholders.

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