**Name of Company: Microsoft Corporation**

**Name of Committee: Microsoft Board 2025**

**Character: John Stanton**

**Agenda: Strategizing the current and future sustainability**

Corporate organizations often get caught up in fire-fighting short-term challenges rather than focusing on holistic long-term plan. This leads to hurried business decisions, poor execution, employee dissatisfaction and ultimately potential downfall. Herein sustainability strategy can help organizations in gaining overall growth and create long term value for its stakeholders.

Sustainability means an organization’s growth that is not just fast paced, but also holistic and takes into consideration its ecological, social and economic environment. It means attending to issues that are ‘important’ rather than only ‘urgent’ and are beneficial to the organization in the long run. Sustainability helps organizations to address both short and long-term challenges.

As an organization, Microsoft is also going through business challenges for past few years. John Stanton recommends incorporating sustainability strategies and initiatives that can help Microsoft not only in navigating these short-term challenges but also build organizational resilience to face future challenges and foster longevity.

In November 2023 Samsung lodged a copyright infringement case against Microsoft claiming home system as their development and demanded 20 billion USD as compensation. Microsoft’s legal team studied the claim and found no substance, so John Stanton recommends that Microsoft should challenge Samsung’s claim in the Federal court. Microsoft should engage eminent copyright lawyers to defend its position in court. While this case is in progress, Microsoft should also strengthen internal IP review process and tools so that it doesn’t inadvertently use copyrighted material and face other similar litigations in future. Also, Microsoft should file their own patents and copyrights based on R&D in smart home system so that other companies cannot build similar products and capture its market share.

There has been an increasing in number of sexual harassment complaints recently in Microsoft, and many employees found guilt had to be terminated. Sexual harassment in workplace is a traumatic experience to victims and against Microsoft’s goal of providing a safe work environment to all employees. If this trend continues, the company will face challenges in attracting talented employees, which is very crucial for its continued success. It should appoint dedicated team in all global offices to create awareness about sexual harassment, faster investigation of complaints and enforce zero tolerance towards sexual harassment in its workplace. It should also setup 24x7 helpline to raise complaints, provide service of psychologist and paid leave to victims to coup with the trauma.

Recently Microsoft had to lay off some employees from one division because of business downturn. Impacted employees have filed a lawsuit claiming wrongful termination. The company should appoint a corporate HR team to work with impacted employees. This team should try to place impacted employees in other divisions if there are open positions which matches their skillset. For other employees severance package equivalent to 1 year of their present salary should be provided.

Technology landscape is changing very fast, Microsoft should increase investments in emerging technology areas to keep ahead of competitors. It should increase R&D investments in areas like implantable mobile phone, eye tracking technologies. For other areas like bioprinting where Microsoft doesn’t have expertise it should partner or buy out other companies who are leader in those areas. It should new products to increase market share and stock price.

**Summary of recommended sustainability strategy:**

* Appoint eminent lawyers to fight copyright infringement claimed by Samsung in Federal Court.
* Strengthen internal IP review process to preempt risk of copyright litigations in future. Also, file own patents and copyrights based on R&D outcome so that other company cannot use Microsoft’s intellectual property.
* Appoint dedicated team in all global offices to enforce zero tolerance against sexual harassment and provide support to victims to overcome trauma.
* Appoint Corporate HR team to work with employees impacted in recent layoff; place these employed in other divisions or provide severance package.
* Increase investments on emerging technology areas and introduce new products to improve market share and stock price.