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As organizations become more aware of their environmental impact, new management strategies are emerging that take these issues into account in order to make an organization successful. Environmental tragedies such as the BP oil spill have a pronounced impact on the success of a company. Although environment and society affect companies, most organizations judge their success by bottom line results. 3P's is a management strategy for People, Planet and Profit to co-exist. Also called the Triple Bottom Line this new initiative aims for organizational success by focusing on three areas: economic, ecological, and social. The strategy focuses on the stakeholders' interests as opposed to shareholders. This research aims to evaluate the effect TBL has on stakeholders by reviewing stock prices. Since stakeholders often hold stock within a company, stock prices become an important measure of the impact TBL. This paper will utilize the methodology popularized by Jim Collins' book Good to Great to evaluate Triple Bottom Line deployment and the financial impact this management initiative has on companies. Results seek to evaluate companies that have successfully established a TBL mentality against companies in the same industry realm that have been unsuccessful in the process.

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