

DON'T LET REPORTING WORK AGAINST YOU

When reporting doesn't resonate, it undermines sustainability's importance.



The Hidden Weakness

For non-sustainability executives, reports are their primary window into your world. Yet, most reports contain a fatal flaw that alienates this exact audience.

“

"ESG reporting metrics neither integrate financial performance nor provide guidance on how to understand and drive better financial performance."

— NYU PROFESSOR TENSIE WHELAN



Makes sustainability look **disconnected** from the core business.



Undermines your message that sustainability is strategic and vital.

KEY ACTIONS FOR 2026



Connect the Dots

Appeal to key audiences by explicitly linking sustainability metrics to **financial performance**.



Targeted Summaries

Create **half-page summaries** specifically for internal audiences focusing on business impacts.

👍 Pro Tip: You can do this immediately, regardless of strict regulations on your external public report.