



# Sustainable Leadership: Honeybee and Locust Approaches

*Gayle C. Avery, Harald Bergsteiner*

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The business case for operating along sustainable principles is becoming very clear. Sustainable organizations outperform their peers on many criteria, including corporate social responsibility, employee satisfaction and – surprising for some – even financially.

*Sustainable Leadership: Honeybee and Locust Approaches* presents an evidence-based view of how 23 leadership practices facilitate outcomes that go beyond what is commonly referred to as the triple bottom line – environmental sustainability, corporate social responsibility and financial success. The book centers on a powerful metaphor of honeybee and locust behaviors, which illustrate two leadership philosophies with very different outcomes for a business and its viability. Gathering evidence from scholars combined with observations from successful firms around the world, the book presents a bundle of principles, behaviors and beliefs that forms a sustainable leadership system.

This engaging, insightful book offers a set of principles that can be adapted in many ways to underpin sustainable leadership in different situations. It provides evidence and a rationale for building a business case to change towards more sustainable practices.

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