

C-AE24 · MODULE 12 SYNTHESIS

Strategic Business Analysis for Global Sustainability

Where analytical rigor meets global impact — and every strategy we build contributes to a legacy that matters.

Rosalinda E. Perez, CPA, MBA, LPT





THE BLUEPRINT

The UN SDGs: 17 Goals. One Planet.

Every nation on Earth agreed to a shared to-do list for 2030 — from ending poverty to protecting oceans. But who executes it?

The Gap

Policy sets direction. Execution happens on the ground — in factories, markets, and communities.

Our Role

Strategic Business Analysts are the bridge between a global dream and a local reality.

The Opportunity

Translate macro-level ambition into micro-level operations — every single day.



THE EXECUTION GAP

Policy vs. Reality

A law mandating zero plastic is just words on paper — until someone redesigns the supply chain.

The Problem

Resources are consumed, wasted, or optimized inside daily business operations — not in government chambers.

The Fix

SBA transforms grand ambition into structured, measurable operational strategy.

WHERE CHANGE HAPPENS

The Micro-Level Battlefield



Circular Supply Chains

A local shop switches to a closed-loop model — zero waste, lower cost.



Optimized Routes

A transport cooperative saves fuel by redesigning its delivery schedule.



Fair Financial Systems

A community market builds transparency so every vendor earns equitably.

Small strategic changes. Massive global ripple effects.



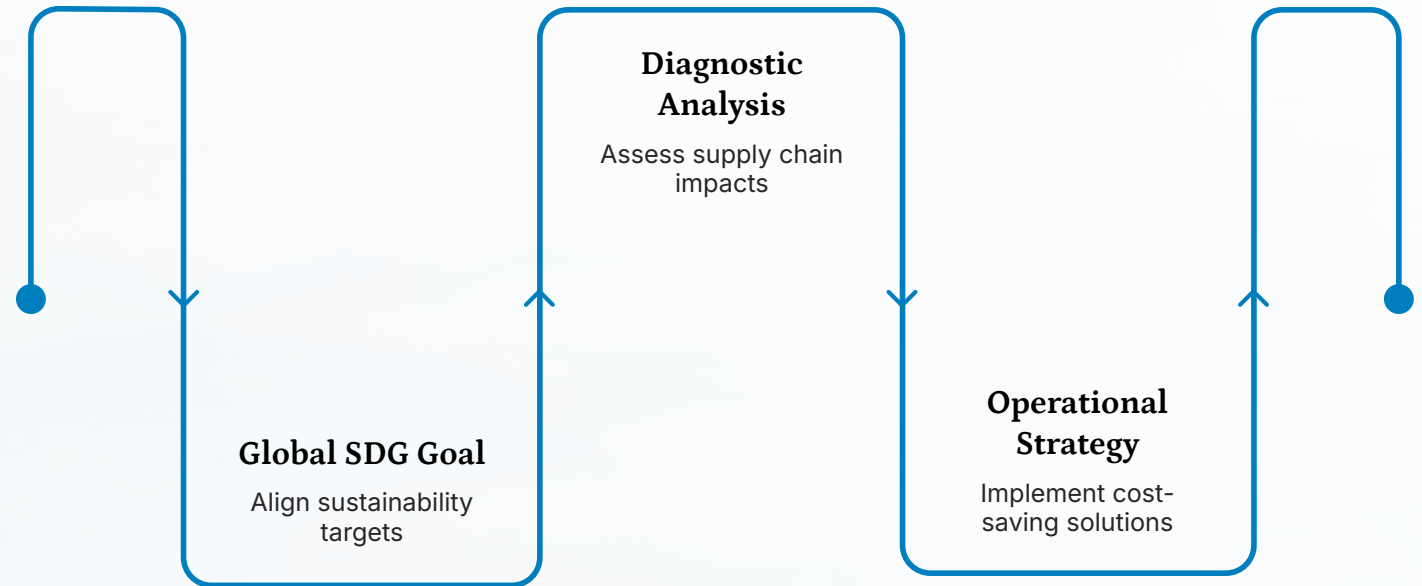
THE SBA ROLE

From Global Goal to Tuesday Morning Task

**"Life Below Water" becomes
"Supply Chain Optimization."**

We don't just believe in sustainability — we engineer it. We find the win-win: cost savings and environmental protection, simultaneously.

- ❏ An ideal is something you believe in.
A strategy is something you do.





WHOLE-BRAIN BUSINESS

Beyond the Spreadsheet

Every data point is a real-world impact. "Material waste" is a landfill. "Labor costs" is a person's livelihood.

Left Brain

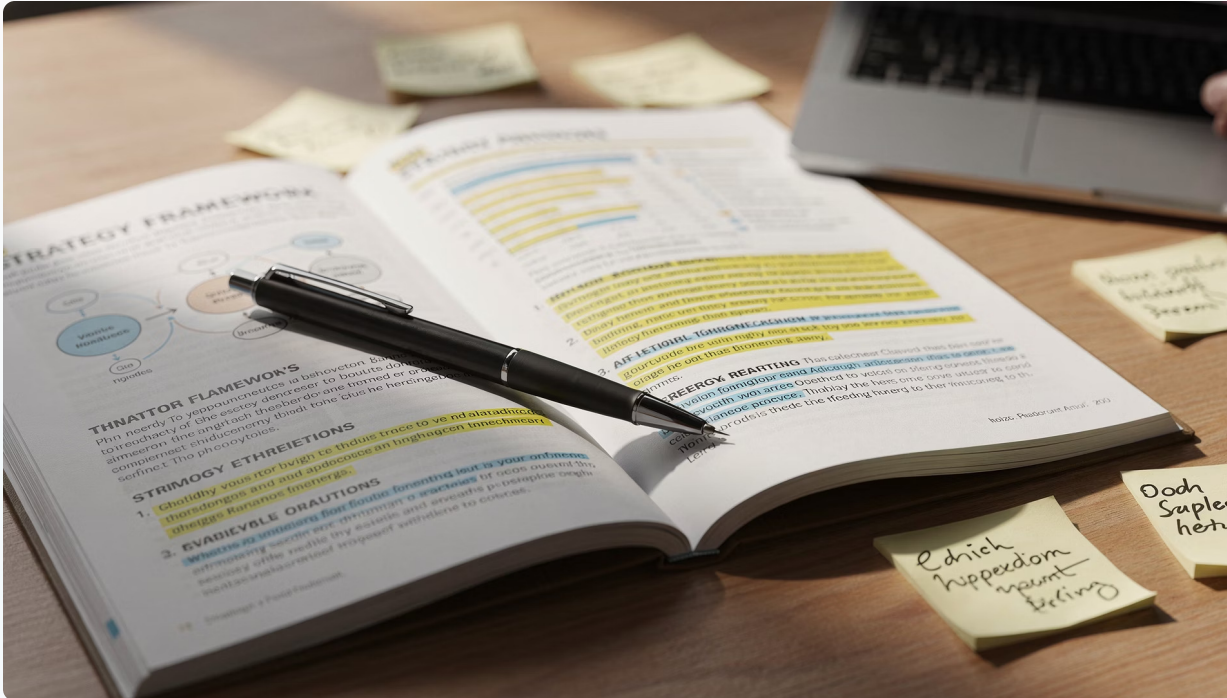
Calculate efficiency, model processes, analyze data

Right Brain

Understand social responsibility, empathize with stakeholders

The Synthesis

Business with a soul — driven by data



STRATEGIC FRAMEWORKS

Frameworks for the Future

Frameworks aren't just for growth — they're for **endurance**.

→ PESTEL for Sustainability

Environmental and Legal factors reveal risks before they arrive.

→ SWOT for Resilience

Identify where the organization is exposed to sustainability risks.

→ Future-Proofing

Help organizations adapt before the law even changes.

SDG 12 · SDG 13

Efficiency *Is* Sustainability

Waste is a double failure.

Every kilogram of wasted material costs the bank account **and** the planet. Mining, processing, shipping, then landfill — all for nothing.

Fix the inefficiency → fix the environment. No environmental science degree required.



Responsible Consumption & Production

Stop growing in a straight line. Start growing in a circle.



Circular Economy

Design products that last, are repairable, and recyclable at end of life.



Value-Aligned Suppliers

Analyze the full supply chain — find partners who share your sustainability values.



Smarter Logistics

Reduce packaging waste and optimize shipping to shrink the carbon footprint of every delivery.

SDG 13

Climate Action at the Micro-Level

"You can't manage what you don't measure."

Every business has a carbon footprint. Our job: measure it, then cut it — strategically.



Measure

Map emissions by source: electricity, fuel, waste

Reduce

Solar, EVs, off-peak scheduling — cost-effective first

Compete

Lower energy costs = a massive competitive edge in a low-carbon economy



STRATEGIC SHIFT

Redefining Waste

Waste is not something you *throw away* — it is a **process failure**.

Physical Waste

Scrap metal, packaging, unsold inventory

Energy Waste

Lights in empty rooms, inefficient machines

Time Waste

Unoptimized delivery routes, idle waiting

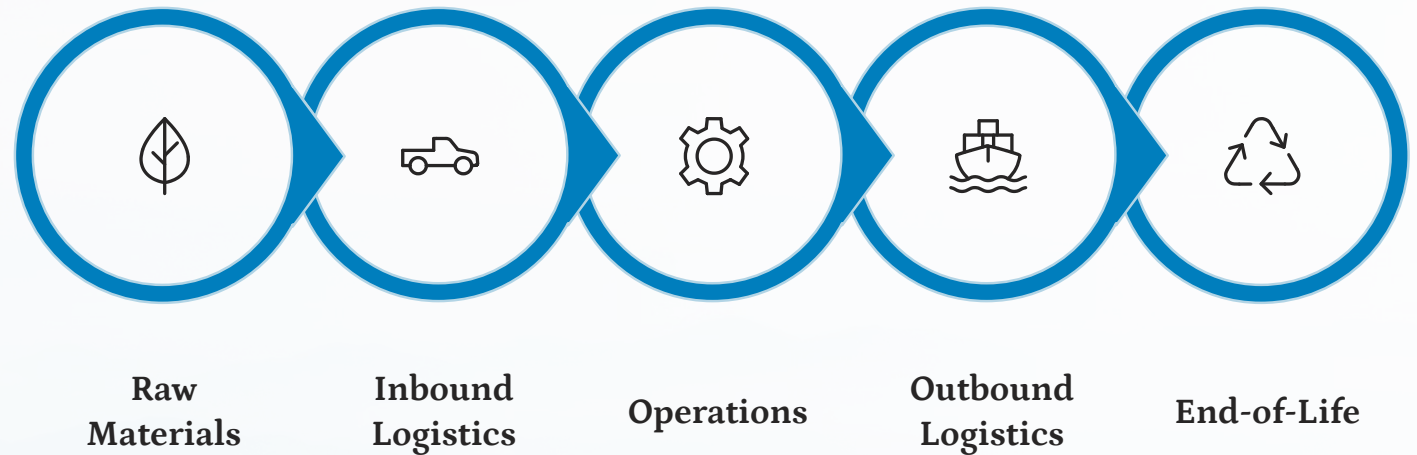
Talent Waste

Brilliant people doing work that could be automated

☐ Upstream thinking: redesign the product so there is no trash in the first place.

Value Chain Analysis

Deconstruct every step — from raw material to end-of-life disposal. At every gate, there is a chance to reduce waste and create value.



1 Ask the right questions

Is there a more local supplier? A more efficient machine? Less packaging?

2 Follow the product

Don't guess — trace the path. Find the low-hanging fruit and the deep structural issues.



TOOL #2

Lean Six Sigma & Waste Audits

Lean: Speed

Remove all non-value-added activities. Every resource used without creating value is a target.



Six Sigma: Precision

Reduce defects. A 1% defect rate = 1% of all materials, energy, and labor wasted.

Waste Audit

Systematically track energy, water, materials, and time. Find the invisible waste others miss.



ANTI-GREENWASHING

Beyond the Slogans

We don't say *"Let's save the planet."*

"Our logistics route accounts for 40% of emissions. Re-routing cuts that by 15% and saves 10% on fuel."

Data-driven plans build trust. We move leadership from **"should we?"** to **"how fast?"**

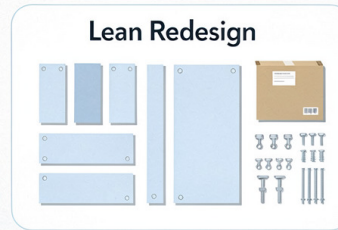
The Art of Workflow Redesign

As-Is State

Inefficient shipping, high waste and emissions



Less volume, fewer emissions



More volume, higher emissions

To-Be State

Lean flat-pack process with lower carbon footprint

A furniture company shipping fully assembled products ships **air**. Flat-pack redesign = fewer trucks, lower carbon per item, same quality. That is operational sustainability in action.

SDG 8 · SDG 10

The Social Dimension

Business analysis as a tool for social justice.

SDG 8: Decent Work

Fair wages, safe conditions, and real pathways for advancement for every worker.

SDG 10: Reduced Inequalities

Close the gap between large corporations and the micro-businesses that power local economies.



ROOT CAUSE

Why Small Businesses Stay Small

It is rarely about effort. It is about **structural exclusion**.

The problem is not the people.
It is the process.



→ **No financial tracking**

Paper ledgers = no loan eligibility, no credit history

→ **No digital market access**

Forced to sell to middlemen who take most of the profit

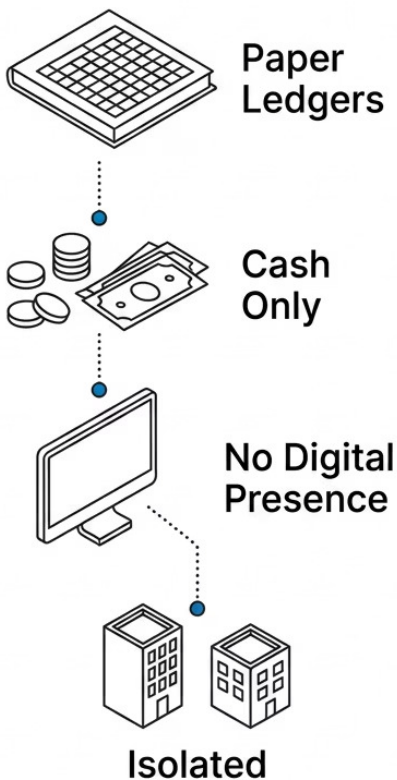
→ **No measurement tools**

Can't see productivity, can't prove creditworthiness

Clearing Structural Bottlenecks

A bottleneck limits the capacity of the entire system. In local economies, it is almost always about **information and access**.

Petrona AS-IS: ANALOG



Petrona TO-BE: DIGITAL



The Strategy

Don't fix everything at once. Fix the **one bottleneck** that unlocks the most growth for the entire community.

- Identify the specific gap with Gap Analysis
- Prioritize the highest-leverage intervention
- Clear the path — the whole community moves forward



BPR IN ACTION

Empowerment Through Design

Business Process

Reengineering: radically rethink how work is done — then redesign it for dignity and growth.

Mobile Income Tracking

A simple app replaces a messy notebook — instant professional records, trend visibility, future planning.

Capabilities Assessment

Build on community strengths. Co-create solutions that fit local context, not big-city templates.

Closing the Digital Gap

19th-century tools in a 21st-century world = structural exclusion. Technology alone is never the answer — **the process is.**



E-Wallets

Accept payments from anyone, anywhere



Cloud Ledgers

Automatic records, visible creditworthiness



Digital Marketing

Reach customers beyond your neighborhood

YOUR SKILLSET

Weaponize Your Skills

Data is your truth-teller.

The world is full of data — messy, confusing data. A strategic analyst finds the **signal in the noise**.



Collect

Gather clean, reliable data from the source



Interpret

Turn raw numbers into a story about what is happening and why



Act

Pair with metric design for a powerful feedback loop

We can't manage what we don't measure. Data evaluation makes the **invisible visible**.

Metrics That Matter

A strategic KPI is a tool for **alignment and motivation** — not just a number for your boss.

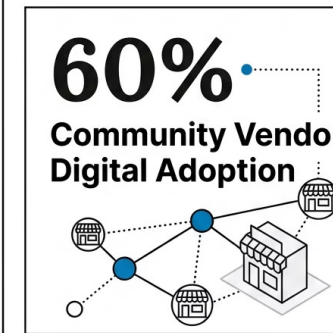
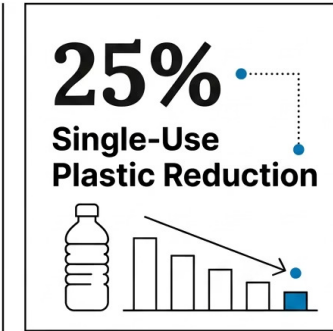
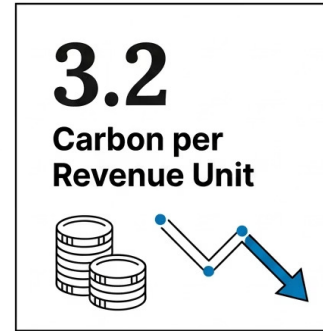
"A 35% reduction in single-use plastics and ₱1,200 saved per month."

Specific. Measurable. It shows the planet-wallet synergy in one line.

Track revenue per unit of carbon

Track employee growth, not just headcount

Make invisible impacts visible through data



Modeling the Transformation

As-Is

Bottlenecks,
waste, inequality,
manual systems



To-Be

Optimized, lean,
sustainable, digital
processes



Radical honesty about **how things are**, then bold design of **how they should be**. This prevents chaotic, half-baked change — and ensures sustainability is built into the system, not bolted on afterward.



THE HUMAN ELEMENT

Stakeholder Management

The most perfect workflow in history is worth nothing if people refuse to use it.

- ❑ We use logic to build the system — and heart to build the team.

Listen First

Map anxieties. Understand who wins, who loses, who is scared of the change.

Co-Create

Solutions built with the community are adopted by the community.

Partner, Not Consultant

We are not here to "save" anyone. We are here to empower.

A Masterclass in Fairness

Sustainable is simply better business.

Operational Excellence

Precision with materials, energy, and time — sustainability as efficiency

Structural Fairness

Inclusive systems that empower every worker and every community

Strategic Synergy

Purpose and profit aligned — the architects of a more flourishing future

You are not just students of business. **You are engineers of a better world.**

