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RESEARCH ARTICLE

Achieving Sustainability Development in the midst of Crisis Management.

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## **Abstract**

The word sustainability is a complex concept and has no acceptable definition but, the most widely used definition comes from UN Brundtland Commission; which refers to sustainability development, as the act of providing immediate resources without jeopardizing the capacity of the young and unborn generations. It is a present development industries way of managing habits that meets the needs of current users without affecting the life of our unborn, younger ones, and the great grand offspring. In the simplest term, sustainability is about our young ones and our grand offspring and the world they will stay after we are gone (Katz, n.d.). Expanding the definition to include economic and social elements, then, sustainability can be defined as the ability to improve economic development by reducing waste such as industrial waste, consumer and commercial waste and toxicity, non-regenerative (non-renewable) resources, and regenerative (renewable) resources (Senge, Smith, Kruschwitz, Laur, & Schley, 2008, pp. 16-17). When corporations undertake to make provision of some social amenities like clean drinking water, construction of access road in the community where they are situated, nationally or globally, or building of health centers, they are involved in social and environmental sustainability (Senge et al., 2008).

## **Sustainability**

To develop a sustainable strategy, first, the sustainable system has to be promoted throughout the organization. Second, there should be continuous monitoring and evaluation efforts. Three Actions the Nigerian National Petroleum Corporation can take to implement a more sustainable business strategy are: (a) NNPC should be involved in real community development, (b) the company should go into real environmental responsibility, and (c) the corporation should be involved in real financial responsibility.

### **Benefits of Community Development**

Community development can help families emerge from poverty. Other benefits include: (a) reduction in crime, (b) reduction in homelessness, (c) brings about mutual benefits and shared responsibilities among communities, (d) improved quality of life, and (e) increase in jobs (WiseGeeke, n.d.).

### **Benefits of Environmental Responsibility**

In the less privileged nations, environmental and social disturbance have a negative effect on the economy. Building on the World Bank report, Senge et al. pointed out that between 1980 to 2000, the universal income reduced to 1.2 from 1.5 percent. In recent times, people (about 50 million) all over the world move to urban centers due to breakdown of economies and environmental degradation of lands and fisheries. This level of movement is more than the cities can accommodate and as a result, there were many potential workers who cannot have a tangible job to do in the cities and over 500 million abodes as squatters or live in tents like houses (Senge et al., 2008, p.19). Conversely, if environmental responsibility is carried out in an industry it will provide the following benefits: (a) the waste in the industrial system will be minimized, (b)

regenerative resources like farm lands, bushes, fisheries and other elements needed will be protected, (c) harvesting regenerated products before time will be avoided, (d) depletion in non-regenerated products will be prevented; (e) waste from extractive products will be avoided, and (f) fear, over ambition, gap between the poor and the rich, and societal stress will be prevented (Senge et al., 2008, pp. 23-24).

### **Benefits of Financial Responsibility**

Financial responsibility in a company brings about competitive business edge, help builds your reputation, most companies lay emphasis on corporate social responsibility before the award contracts, it lowers the company waste to save cash, employees are motivated, and it reduce the risk of sudden business damage (NIBUSSINESS INFO.CO.UK, n.d. para.1).

### **Relationships between Sustainability and other Organizational Goals**

The relationship between sustainability and other organizational goals such as managing quality, building learning organizations, and improving adaptability are interwoven and cannot be separated, this is because they are all targeted towards achieving organizational objectives. Again, they are all business strategies and the aim of almost all strategies is to have a stable and admirable domineering edge over other rivals by putting a right and intelligent market position for doing what they can do better. Corporations undertake to check new ways and set guidelines for industry structure by evaluating their organization predictions and how it came about. (Reeves and Deimler, 2011, para. 4). The benefits of exploiting such relationship are that new ideas will continue to evolve, and if the industry continues to exploit and implement them, it will enhance business growth.

### **Ethical implication**

To be ethical in business means considering overall company decisions over financial objectives. This is very important for those trading globally. The implications of ethical implementation of a strategy for improving sustainability in an organization are: Trustworthiness in business, it saves money. It increases sales, attract shareholders, increase staff motive, and loyalty (NIBUSSINESS INFO.CO.UK, n.d.).

### **Question**

(1) Is motivation from the leaders to the employees in their organization a part of sustainability?

(2) What are the strategies used by leaders who successfully implement sustainability?

To answer the above critical questions, pertinent antecedents must constitute the primary focus without which sustainable development may remain a mirage.

Goals set without answering the questions may remain unreachable. Furthermore, implementation efforts must satisfy specific requirements and meet targeted criteria for sustainability.

### **Motivation from Leaders**

Leaders can motivate their followers by acting in ways that foster trust. When a leader focuses on positively impacting followers, such a leader would ensure that the followers believe whatever the leader says. When a leader is speaking, followers are not only listening, but also paying close attention to the leader because of the long-term implications of what the leader is saying (Schwartz, and Castelli, 2014). The followers would be meditating on the leader's speech to distill critical components to confirm the leader's genuineness. Achieving sustainable goals would be impossible without these considerations.

## **Employee Role in Motivation**

Employees constitute an essential part of any corporate entity. Employers need employees to assist in achieving the organization's goals. The employers might or might not be the leaders of the organization. In other words, An employer may simply provide employment but knows nothing about managing the employee. Another employer may know how to guide the employee to the result the company is seeking. Furthermore, an employee who has the capacity to motivate colleagues might emerge. That employee is a leader (Forner, Jones, BVerly, and Eidenfalk, 2020). Essentially, an employer can only be a leader if the employer demonstrates characteristics that ender him to the employees and endear the employees to him. That is when the tenets of leadership and followership ensues. Achieving sustainable goals would be impossible without these considerations.

## **Organizational Role in Sustainability**

An organization is a legal entity. Therefore, its activities can be peerceievd outside the paersonalities of its employers and employees or the leaders and followers within the organization. The role of an organization in anything resides in the organization's policies. Consequently, sustainability is feasible not only when employers and employees take appropriate stages to achieve applicable goals. The organization must be configured to target sustabilability-related agenda. The managers of the organization must know about the sustabilable development goals. Without that knowledge, the organization's managers would be ignorant or oblivious of appropriate steps to take (Epstein, Buhovac, and Yuthas, 2010). Overall, a corporation is designed to sell a product or service, earn money, make profits, expend on it employees, inure to its owners. When the corporation is able to do all the above, it can allocate some of its human

and materials resources to globally determined sustainable development goals. Otherwise, achieving sustainable goals would be impossible.

### **Practicality of Strategies**

In a world riddled with crises, one would expect challenges on the road to achieving sustainable development goals. It becomes important to ensure that strategies are practical. There might not be a straightjacket approach, but there could be a creative approach. In the context of creativity, multiple entities, individuals, corporations, civil organizations, and governments could focus on the goals while pursuing their respective activities. Once the strategies are practical, the achievement is more likely than not (Jucker, 2002). A system that engenders that success will have internal subsystems comprising of trust, trustworthiness, fiscal discipline, market acceptability, investor interest, positive social indices, and mass popularity of the products and services. Achieving sustainable goals would be impossible without these considerations.

### **Implementation of Goals**

Oftentimes, what companies or individuals do may mean more or less than how they do it. In essence, Implementation is the activity that results in the sought result. To implement goals would require the involvement of conscious minds. The objectives are expectedly spelled out to the understanding of all parties concerned. If sustainable development goals must be implemented, the organization must have it on its agenda such as corporate objectives. By so doing, all its activities will be in alignment with the sustainable developments objectives (Avelar and da Silva-Oliveira, 2019). The leaders within the organization should be able to trust the followers. The followers must also trust the leaders, knowing that the leaders would not lead

them the wrong way. The followers must buy into the sustainability development goals.

Achieving sustainable goals would be impossible without these considerations.

### **Global Crises versus Sustainable Development Goals**

The direction global activities are going could make observers wonder if sustainability would be achievable. This is because reports of instability and crises in several parts of the world are filtering in through the AP Wires and other media networks. Concerned citizens of the world express their misgivings on the pages of papers, research studies, and online blogs. A critical disruption to the pursuit of sustainability was the emergence of the coronavirus pandemic (Keggen, Sandset, and Engebretsen, 2020). A world that was already on edge began to tip. Hopelessness, frustration, severe illnesses, deaths, questions, and little or no answers took over the airwaves.

The world began to wonder whether to stay on the sustainable development goals or pay 100 percent attention to the global health crisis. On the other hands, a cross-section of the global population wondered whether it would be more sensible to pay 50 percent attention to the sustainable development goals and 50 percent to the pandemic. It became clear that the globe would remain on questions knowing not when answers would become available. Truncating the pursuit of sustainability led a near-100 percent focus on Covid-19 vaccines and protocols (Keggen, Sandset, and Engebretsen, 2020). Managing crisis while pursuing sustainable development goals would, therefore, remain an activity best experienced than theorized upon.

### **Conclusion**

In every deliberation, we must consider the impact of our decision on the next 7 generations thus taking sustainable actions that will have a lasting effect on our children and

grandchildren. Any intentional attempts to reach a rational and enduring level of equilibrium by planned ways rather by confusion must be built on change of values, goals of individual, national and the universe. The role of every participant cannot be minimized as leaders, followers, employers, employees, company owners, governments, and members of the civil society must pay close attention to all the indices. Even indices that appear ephemeral or immaterial may clog the sustainable development wheels. While crisis must be prevented, avoided, or forestalled, all parties to global development must take a stand against destructive indices. The inevitability of Covid-19 should serve as a lesson to increase global awareness one small community at a time. Managing crisis in the middle of sustainable development efforts can be daunting. However, awareness and the willingness to act are critical to not only withstanding crises but also moving the sustainable development agenda forward.

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