

future.focus<sup>7</sup>

Authentic  
sustainability  
as a **good** strategy  
and a **growth**  
strategy.

The *Authenticity*  
Index.<sup>™</sup>

A new score to measure authentic  
sustainability across organisations.

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The *Authenticity*  
Advantage.<sup>™</sup>

The evidence you need to make  
authentic sustainability a pillar of  
your organisation.

# About The Authenticity Index™

The Authenticity Index™ is a new benchmark for organisations to measure their performance in authentic sustainability through their most important asset – their people. The Index is measured across:

- C1 Commitments.**  
How employees view their organisation's performance across environmental values, social values and workplace values – and whether their commitments adequately reflect these values.
- C2 Culture.**  
How employees believe their organisation's sustainability values are being lived throughout the organisation and how employees are empowered to contribute.
- C3 Communication.**  
How truthfully employees' organisations communicate their sustainability initiatives and how well understood they are.

## BENCHMARK

# 35

National average  
Index score

### Low scoring businesses.

<25 on the Index (Average -7)

### Average scoring businesses.

25-45 on the Index (Average 35)

### High scoring businesses.

>45 on the Index (Average 66)

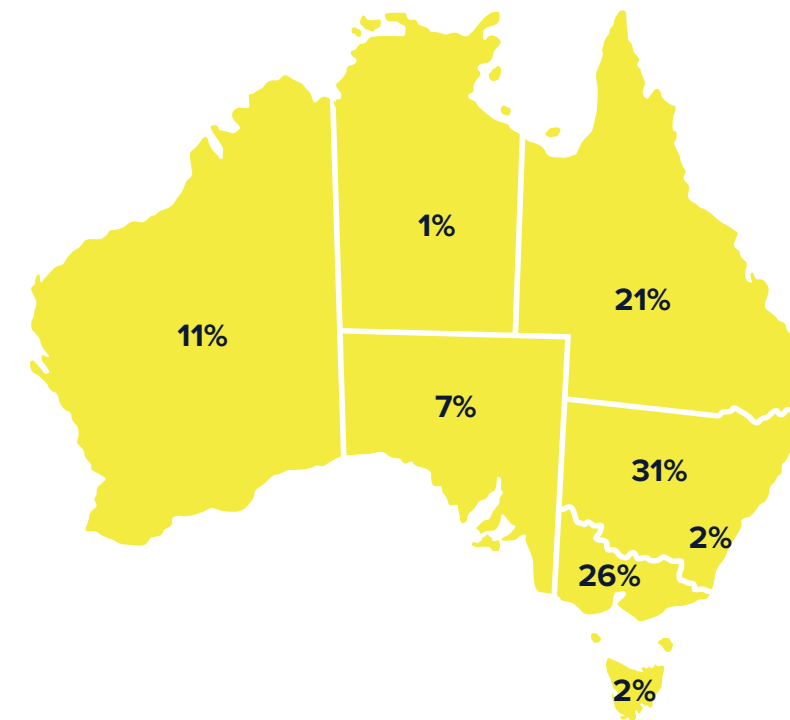
# The Authenticity Index<sup>TM</sup> Methodology.

The Authenticity Index<sup>TM</sup> score was created from an online survey by McCrindle Research. McCrindle surveyed over 1,000 full-time Australian workers at medium and large-sized organisations, across a large range of industries.

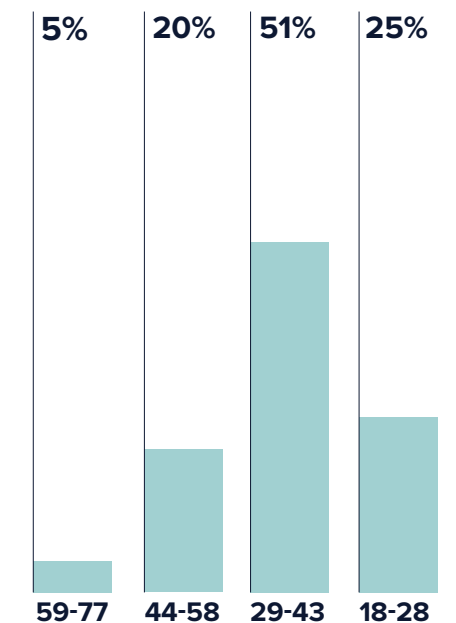
The survey asked all respondents to answer questions relating to our three key measures (Commitments, Culture and Communication). Each of the three measures included ten separate indicators. Every question used a 6-point Likert scale, with each option weighted from 100 to -100.

Here's a demographic breakdown of our respondents.

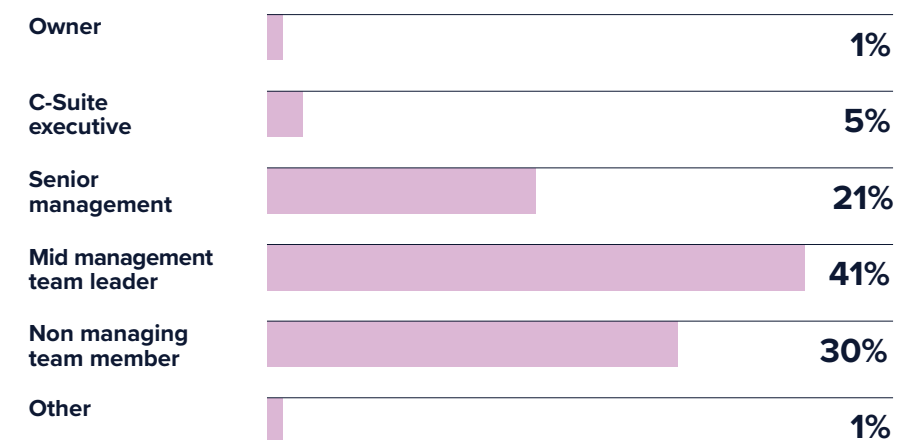
## Where do you usually live?



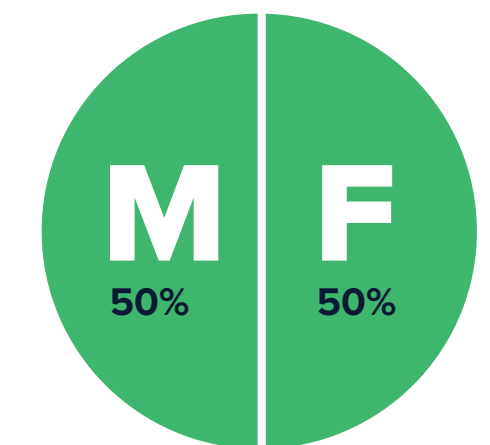
## What age will you be in 2023?



## Current role in your organisation



## Gender of participants



# The Authenticity Advantage.™

Organisations ranked as high scoring businesses on the Index reported better business outcomes across the board.

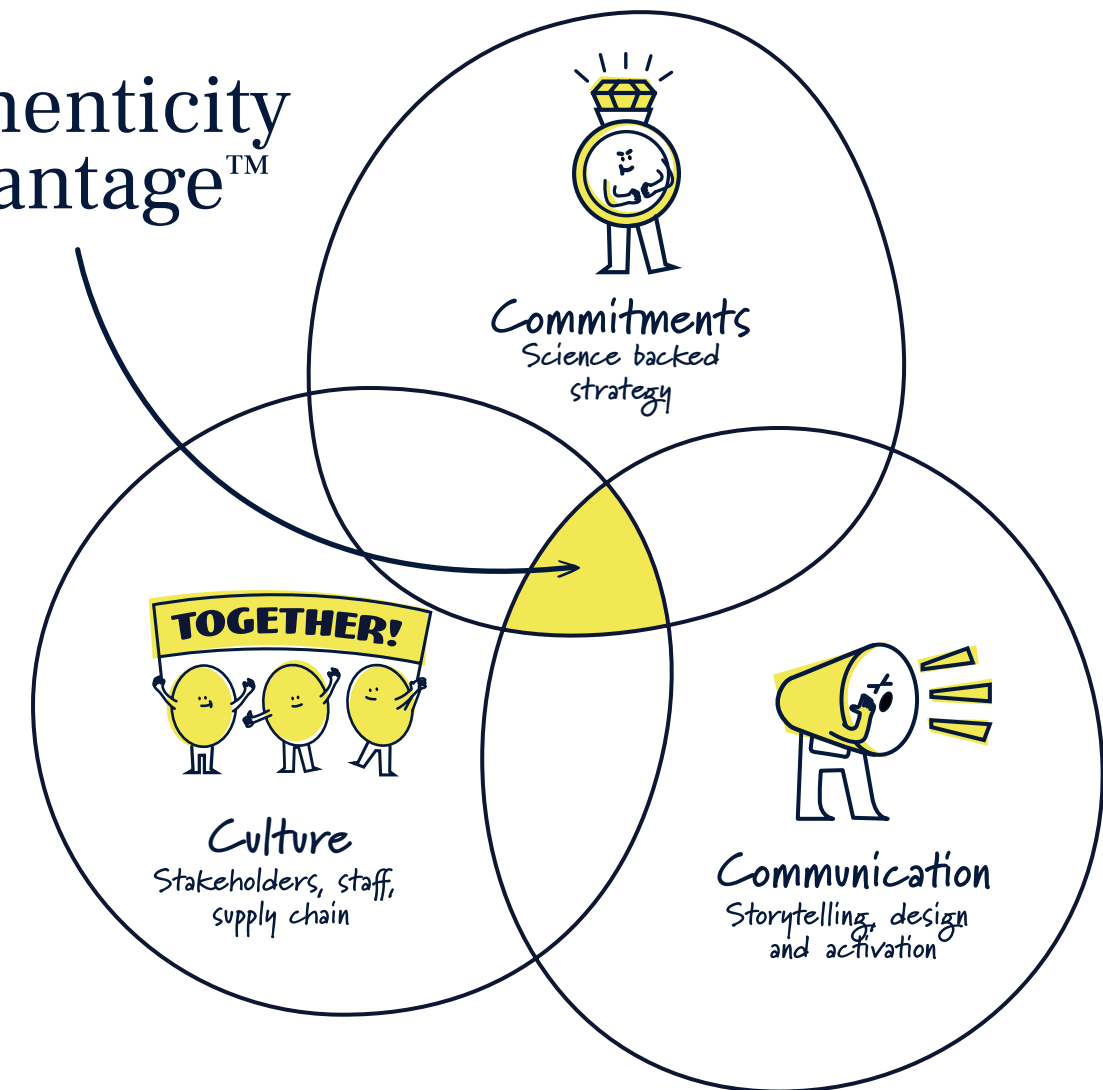
Advantage 1	Advantage 2	Advantage 3	Advantage 4	Advantage 5	Advantage 6
<p><b>for high Net Culture scorers</b></p>	<p><b>for high Net Engagement scorers</b></p>	<p><b>for high Net Retention scorers</b></p>	<p><b>for high Net Innovation scorers</b></p>	<p><b>for high Net Resilience scorers</b></p>	
<p>High scoring businesses have a stronger culture – which can attract better talent, fuelling higher revenue and profit.</p>	<p>High scoring businesses rate highly for employee engagement, which, in turn, can boost productivity and profit.</p>	<p>High scoring businesses deliver improved retention scores, which is shown to boost productivity, revenue and income.</p>	<p>High scoring businesses are more innovative, which is linked to improved profitability, growth and market share.</p>	<p>High scoring businesses demonstrate greater resilience, which can be linked to improved risk management and stronger stakeholder relationships.</p>	<p>Senior leaders at companies that score highly are more likely to report notable growth in both profits and customer base.</p>
<p><b>Better talent attraction.</b></p>	<p><b>Increased productivity</b></p>	<p><b>Increased talent retention.</b></p>	<p><b>Increased innovation.</b></p>	<p><b>Increased resilience.</b></p>	<p><b>Increased growth and profit.</b></p>

# What it takes to embed authenticity into your organisation.

To be authentic, you need to make sustainability commitments and stick to them, live a genuine culture throughout your organisation and communicate transparently (both internally and externally).

When you do these things, you gain The Authenticity Advantage™.

## The Authenticity Advantage™



# Ready to get started?

## Get in touch to:

- Discover the full research report and key principles for embedding authenticity in your organisation
- Find out how you can get an Authenticity Index™ score as part of a tailored Authenticity Audit™
- Talk to the Future Focus team about kickstarting – or accelerating – your authentic sustainability strategy

### **Future Focus**

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