



Green Business Processes

Recap of Green Project Management:

Green Project Management (GreenPM) integrates environmental thinking into all of the project management decisions. It is a way to ingrain "greenthink™" into every project management process.

The point about green project management is not that you make every decision in favor of the one that is most environmentally friendly. The point is that you start to take the environment into account during the decision-making process. You might make most decisions the same as you do today. But there might be some decisions you would make differently. Tens of thousands of projects, making hundreds of thousands of different decisions, could make a difference.

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It can be difficult to be green. Most green initiatives today are focused on equipment, supplies and other tangible products. For instance, you might choose to replace your personal computer with one that is smaller, greener and uses less energy. Or you might replace your refrigerator with one that is more energy efficient. Or maybe you will purchase a car that is much more fuel efficient than your old clunker.

There is not nearly so much emphasis yet on creating and utilizing fundamental green business processes. These are the processes you use to run your business. Examples would include your hiring process, performance review process, financial closeout process, vendor management processes, sales processes, etc. All companies have lots of business processes that are used to run the business. Few of these processes have been customized to support green thinking.

Green Project Management (GreenPM) is a way to embed "GreenThink" into the fundamental processes of how projects are managed. The point is to consider the environment in the various decision points. Green Project Management could have a huge impact on the environment if every project implemented the basic principles.

However, the simple concepts that drive Green Project Management will not touch on the vast majority of work that is done in an organization. That is because most of the work does not take place in a project environment. Most of the work is operational (running the ongoing business) and support (break/fix, answering questions, etc.).

The good news is that all business processes can benefit from the fundamental thinking that is behind Green Project Management. Remember that the core principle of Green PM is to take the environment into account when making



decisions. In most cases, there is no environmental impact on the business decision, in which case it is "business as usual". However, if there is an environmental impact, then the business decision can be made with more input.

For example, let's look at a simple fictional hiring process.

- Understand new-hire requirements from hiring manager.
- Create job posting.
- Post internally
- Post on internet job boards and on corporate website.
- Evaluate candidates
- Perform initial interviews with qualified candidates
- Pass qualified candidates to hiring manager
- Hiring manager performs phone interview
- Bring in up to three finalists for in-person interviews
- Make hiring recommendation
- Make offer

Now let's look at the process from a green perspective.

- Understand new-hire requirements from hiring manager (ask if there are any environmental requirements for the position).
- Create job posting.
- Post internally (electronic posting – not hard copy).
- Post on internet job boards and on corporate website (validate that the job boards you use have sound environmental policies.)
- Evaluate candidates
- Perform initial interviews with qualified candidates (phone, not in person. Save on costs as well as environmental impact).
- Pass qualified candidates to hiring manager
- Hiring manager performs phone interview
- Hiring manager brings in up to three finalists for in-person interviews (three maximum, two if possible to save environmental impact unless candidates are internal).



- Make hiring recommendation
- Make offer

There you have it. You have just embedded some simple ideas to make this a greener process. It is just as effective as the prior one except it is somewhat more environmentally friendly. Take this idea and replicate it 100 million times on simple business processes round the world. It would have a noticeable impact.

Save the World – Use Green Project Management – and green business practices!

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