

Environmental Management System ISO 14001

35 searching questions and contrasting pairs of examples

Self-assessment Work Book

What separates the successful from the average?



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Introduction

Environmental issues have come to corporate life to stay. The effects of the various environmental demands directed at companies are seen in the pressures and compulsion to change business practices with regard to the environment.

However, the environment is no longer just a factor that restricts companies' operations. It is part of everything companies do, and instead of representing a threat it is becoming more and more of an opportunity. The challenge for companies is to use these opportunities to try to improve their competitiveness and grow stronger so they can fight off threats.

The book shows how these issues can be approached in different ways and how different approaches can be taken to solving the problems they raise. The successful differentiate themselves from the average because they think and act in different ways.

Real life examples of the ways in which the successful and average think and behave provide a concrete understanding of what the sections of the ISO 14001 standard actually mean. The official, formal language is translated into everyday events.

The self-assessment model presented in the book lowers the threshold for creating an ISO 14001 environmental system. The model also provides the impetus for gaining an understanding of the system and how it can be applied.

You do not need to learn the ISO 14001 standard in order to use the self-evaluation model, since the model works by asking you to compare your own development needs against the model by asking about the importance of each area and how it needs to be developed. The role of the book is to develop your imagination in these areas.

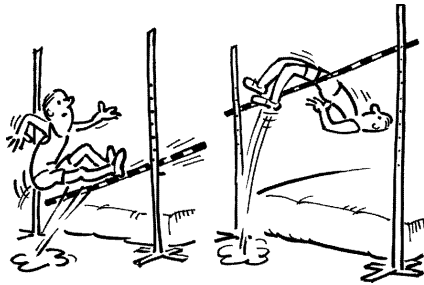
The objectives of this book

The book is intended to be a study and guide for people undertaking a self-assessment process.

It covers the contents of the ISO 14001 Environmental standard and illustrates each point in the standard by comparing what average companies do with what successful companies do.

Every point is illustrated by comparing average and successful performers. When we see good and poor performance at the same time, we understand where the difference comes from and can develop our own approach.

Examples of successful organisations raise our limits and give us the courage to set our own targets higher.



The book, questions and self-assessment process can be adapted as a development tool and training material for an organisation even if the organisation does not adopt an ISO 14001 based Environmental Management System.

The *ChangeManager Pro* -product family is designed to support development in all organisations irrespective of the sector they operate in.

The self assessment question form can be downloaded by clicking the icon below.