

KEY TAKEAWAYS

Inspiring Sustainable Transformation

In this chapter, Professor Christine Loh shared insights on navigating the complexities of proposing and socialising new ideas and policies, whether in the public or private sector.

1. The Four Ts Framework: To affect change, one should focus on Target, Timeline, Transparency, and working Together.
2. Individuals in a company can identify areas for improvement. They should strategise on how to socialise these ideas within their department and plan to communicate them up the chain of command, considering potential resistance and leveraging professional associations.
3. Effective change, particularly in complex issues like decarbonisation, requires collaboration across sectors. Businesses understand the need for a level playing field in terms of costs and regulations, and joint efforts can lead to quicker, more effective solutions.