



## Your EHS role is already strategic— but does your leadership know that?

### Raising the brand profile of EHS

**Historically, Environmental Health & Safety's (EHS) influence has skewed toward the reactive:** Incidents were responded to as they arose and were reported up the leadership chain. But with growing technological advancements; environmental, social, and governance (ESG) reporting requirements; heightened activist investor activity; and black swan events, the value EHS brings has increased and there is an opportunity to gain executive regard and additional resources and to help steer your organization's strategy.

#### Taking your seat at the table

By elevating their role, EHS leaders can help illuminate blind spots, widen the risk lens, and support the C-suite and board in their aims to address strategic risks and drive performance. Take a closer look at how you can find your voice and become a strategic adviser to leadership.

#### Lessons in rebranding: Examining the journey of Sustainability and Cyber executives

Following the example of other functional leaders, such as Sustainability and Cyber, EHS may consider the opportunity of rebranding their role to expand into a more strategic remit. Their transformation from functional leaders into C-suite officers illustrates a model of changing conditions pushing for an increased scope in terms of business operations.

##### Chief Sustainability Officer

Sustainability functions have broadened their scope from focusing on niche environmental concerns to include social and governance imperatives. Many leading organizations have created roles for chief sustainability officers (CSOs). These individuals focus on the impact of the organization's processes, moving beyond simply highlighting problems. CSOs are typically involved in the overall corporate strategy, aligning their teams to the company's business objectives.

##### Chief Information Security Officer

Cybersecurity functions have also evolved, transitioning from being gatekeepers to enablers of digital transformation. Cyber teams are proactive, identifying threats before they happen—an aspiration shared by EHS departments as they shift their focus beyond reactive measures. Cybersecurity functions have also expanded their scope to other areas of the business and routinely communicate and demonstrate their value to the larger organization.

## Why a brand refresh is long overdue

The changing expectations of EHS stakeholders in the organization is another reason to embrace an EHS brand refresh. EHS departments are no longer limited to a compliance role but are expected to take additional proactive measures as part of the organization's strategic sustainability commitments. EHS teams also have a role to play in sustainability reporting, moving beyond being a data provider to assisting with analysis and final representation.

According to the [latest Fortune/Deloitte CEO Survey](#), the regulatory environment, macro uncertainty, and workforce engagement are among the top challenges faced by CEOs today. With so much uncertainty, reducing risk is a priority for CEOs.

## Scaling EHS value across the organization

Deloitte has extensive experience in workplace safety and environmental matters, as well as a broad network of professionals with experience in sustainability and related disciplines. Additionally, our [Executive Accelerators programs](#) bring together transformative experiences and rich insights to help senior leaders and their teams disrupt ordinary thinking, break barriers, and build a legacy. Through this combination of subject matter and leadership development capabilities, our team is well-positioned to help you broaden the impact of your work and elevate your role as an enabler of long-term growth and enterprise sustainability.

**For more information, please contact one of our leaders. We look forward to assisting you with these important issues.**



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