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New Book from Governance & Accountability Institute, *Strategic Governance*, Offers Business Leaders Opportunity to Integrate Governance with Strategy, Risk, Culture & Corporate Responsibility to Achieve Financial, Environmental & Social Sustainability

Strategic Governance a much needed advancement to the sustainability construct; Co-authored by globally-recognized governance expert Mark W. Sickles and corporate strategist and experienced crisis manager Henry (Hank) Boerner

NEW YORK--([BUSINESS WIRE](#))--Boards and managers seeking direction about the “hows” and “whys” of making their business more sustainable and to enhance public reporting on the company’s sustainability performance and progress have a new resource: *Strategic Governance*. The book is designed by the authors to provide business leaders with “must-have” knowledge that helps them “walk the talk” of an integrated approach to financial, environmental, and social responsibility. Executives can then better “talk the talk” of sustainability through an integrated reporting framework based on the same strategic governance system of purpose, principles, and methodology they utilized to achieve it.

Published by Governance & Accountability Institute (New York City), *Strategic Governance* is co-authored by global corporate governance expert, organizational architect and prominent keynote speaker Mark W. Sickles, and Henry (“Hank”) Boerner, experienced corporate strategist and crisis manager. (Both are Fellows of the Institute.)

Strategic Governance offers corporate leaders a forward-looking, principle-based system of organizational intelligence that, in the words of one of the authors’ clients, “took away our opportunities to fail.”

Strategic Governance presents a unique opportunity for corporate managers and boards to reorient their thinking about what is possible for their organizations through the introduction of an enlightened, principle-based governance regime.

Central to the book’s theme is ***The Universal Purpose of Corporate Governance***, created under Mr. Sickles’ direction by a cadre of global business leaders and governance opinion leaders during the third Annual MENA Regional Corporate Governance Congress held in Dubai in 2009:

“The Universal Purpose of Corporate Governance is to integrate ethical, professional and industry values and standards into firm-level cultures that enable boards and executives to develop winning strategies, better manage risk, meet the needs and expectations of the firm’s stakeholders and fulfill the firm’s responsibility for a more sustainable world.” (See [YouTube](#) video conversation on this topic between **Mr. Sickles** and **Professor Mervyn E. King – Chairman of the Global Reporting Initiative (GRI)** and Deputy Chairman of the Steering Committee of the International Integrated Reporting Committee (IIRC), and one of the co-architects of *The Purpose* - [here](#). Professor King describes the content of *Strategic Governance* as “excellent.”)

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Co-author Hank Boerner, Chairman/CEO, G&A Institute notes: "Today's heart-stopping crisis facing a CEO and his or her management team and board most likely can be traced to an earlier breakdown in the company's culture. *Your* company need not be the next failed company; the Strategic Governance System, of which the book is a major component, helps leaders create ethical and successful companies in which they and their stakeholders can take pride."

The authors note that the IIRC, formed in August 2010 by the Prince's Accounting for Sustainability Project (A4S) and GRI, has as its stated purpose the creation of a *globally-accepted framework for accounting for sustainability: a framework which brings together financial, environmental, social and governance information in a clear, concise, consistent and comparable format - put briefly, in an "integrated" format. The intention is to help with the development of more comprehensive and comprehensible information about an organization's total performance, prospective as well as retrospective, to meet the needs of the emerging, more sustainable, global economic model.*

"Because it's a principle-based, root-cause solution to business problems, the Governance & Accountability Institute's Strategic Governance Standard for Integrated Reporting on Sustainability is a sound basis for implementing such a framework," asserts co-author Mark W. Sickles. "This integrated approach to governance, strategy and sustainability can be mastered through GAI's Strategic Governance Certification Curriculum, followed by an action-based implementation of the Strategic Governance System," Mr. Sickles said.

Strategic Governance as a book is available in paperback on Amazon.com and Kindle edition (please click [here](#)). For more information, visit: <http://www.sustainabilityhq.com/sustainabilityhq/strategic-governance/>

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=6578177&lang=en>

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