

UNVEILING SUSTAINABILITY-DRIVEN MINDSET : AN IAT-BASED TOOL TO EVALUATE PRO-ENVIRONMENTAL CULTURE

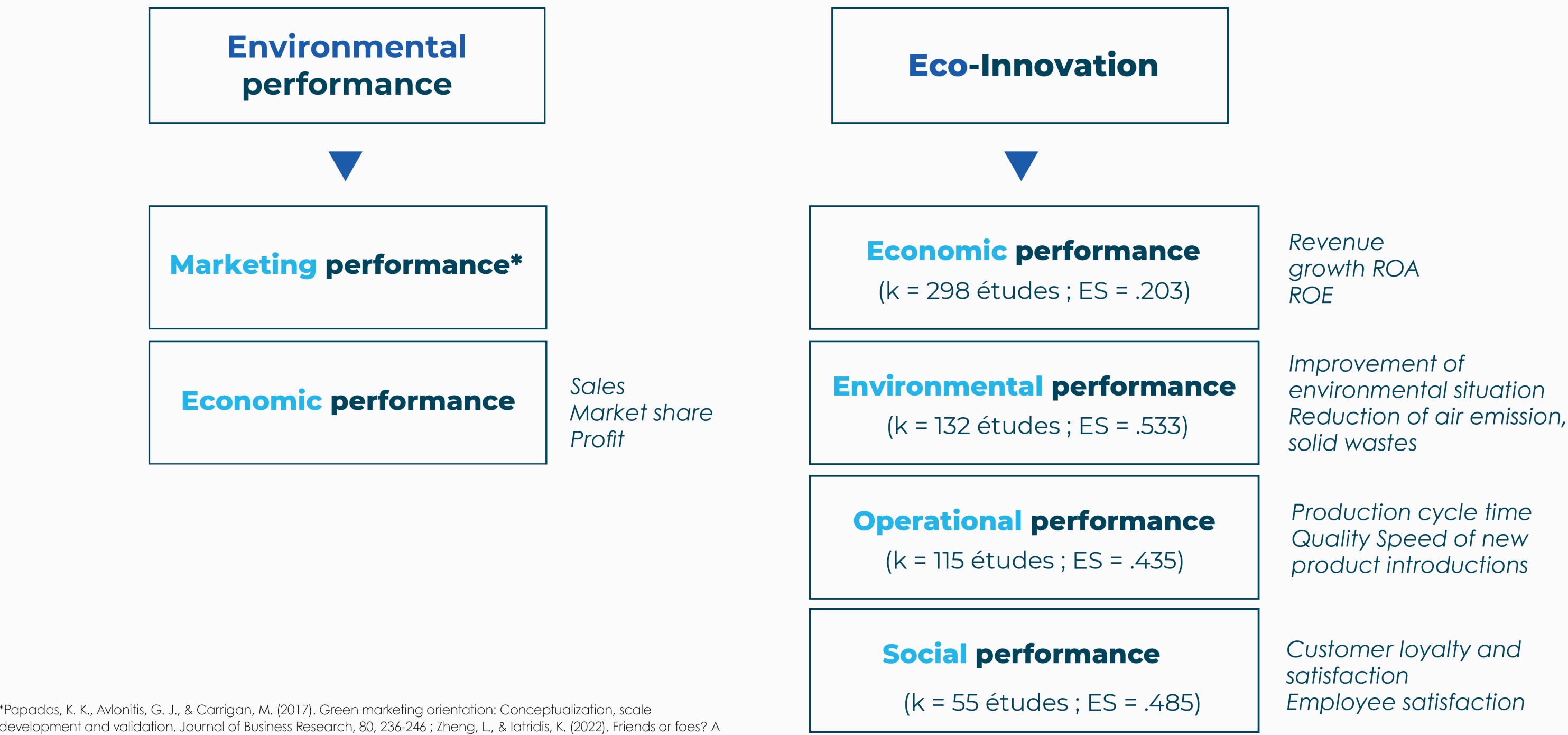


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GRENOBLE ECOLE DE MANAGEMENT



01

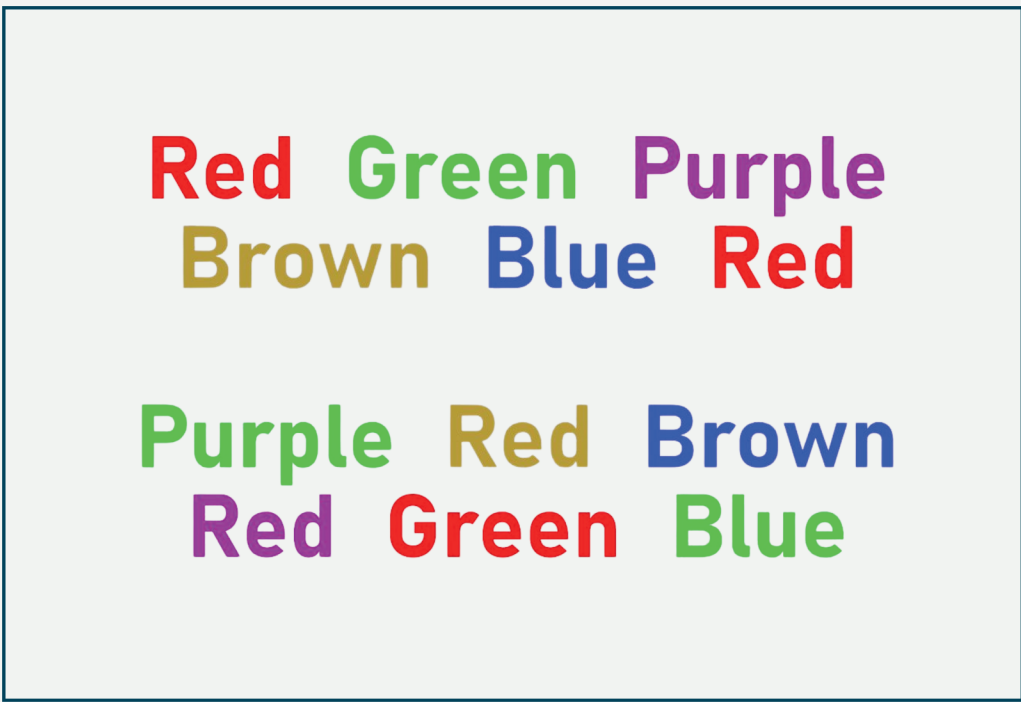
WHAT'S THE BIG PROBLEM?



05

STROOP'S TEST (1935)

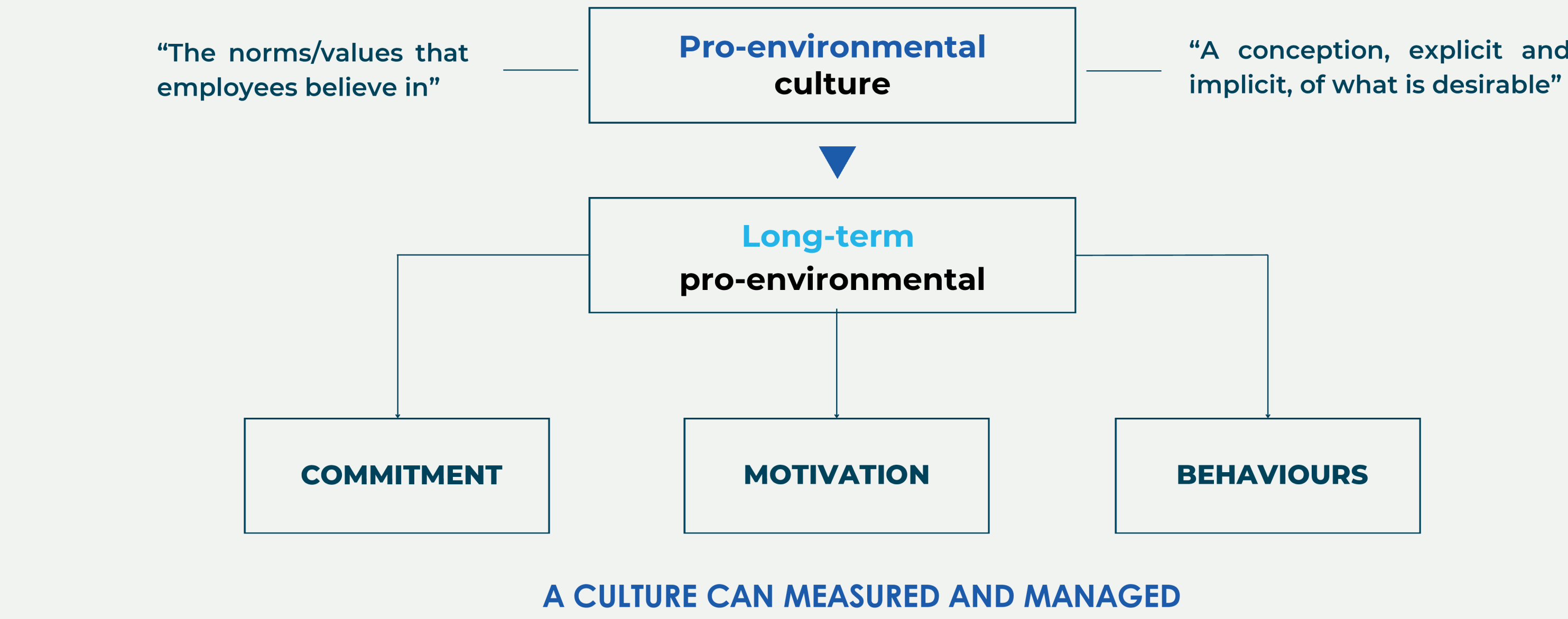
Read this list and say the color of each word, but not the word itself !



02

HOW TO DO IT?

" Culture eats strategy for breakfast " Peter Drucker



06

WHERE DOES THE SYSTEM 1 THINKING COME FROM?

Past experiences, education, positions and organization, personality, values

= System 1 thinking

You may honestly disagree with your level of spontaneous pro-environmental orientation, BUT it will still influence you (under pressure, cognitive load, etc.)

03

SYSTEM 1 & SYSTEM 2 THINKING

BOOK " Système 1, système 2 : les deux vitesses de la pensée " by Daniel Kahneman

System 1	System 2
Automatic (implicit)	Controlled (explicit)
Often unconscious	Conscious
Effortless	Requires a lot of effort
Fast processing	Slow processing
Slow change	Fast change
Ancient evolution (animal)	Recent evolution
Non-verbal	Language-related
Importance of images	Importance of words

07

HOW TO MEASURE PRO-ENVIRONMENTAL CULTURE?

To what extent is environmental preservation as positive as an objective as other importance business objectives (improving performance, customer loyalty, employees' satisfaction...)

> Relative mesure

System 1 : Implicit Association Test (IAT)

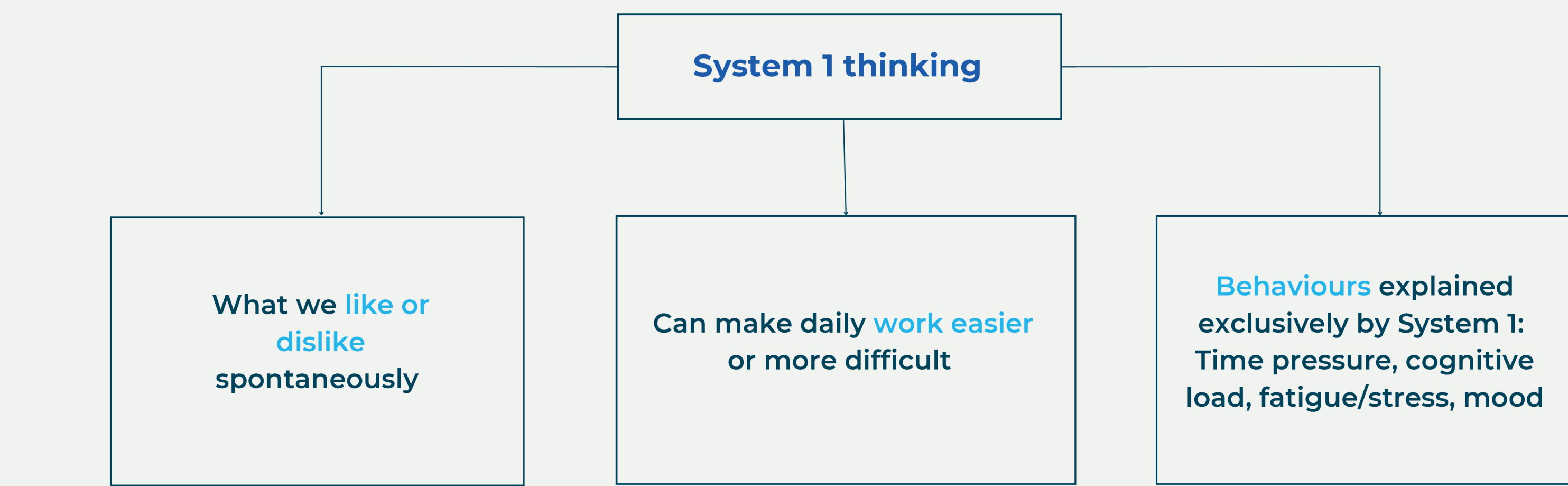
> Performing multiple computer-based tasks measured by response speed

System 2 : Questionnaire

Employees' perception of their organization's pro-environmental culture (at both strategic and operational levels)

04

WHY SHOULD WE BE INTERESTED IN SYSTEM 1 THINKING?

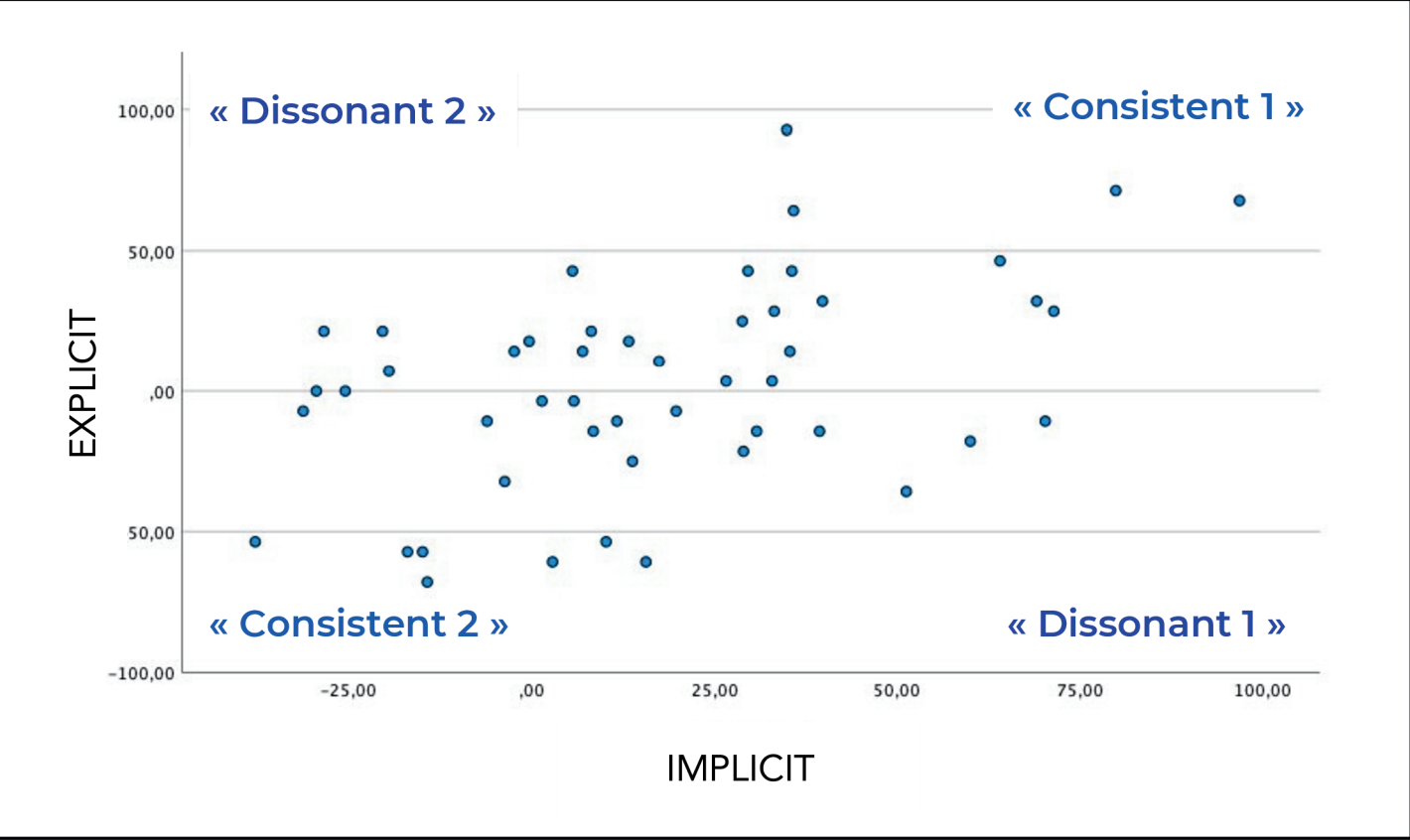
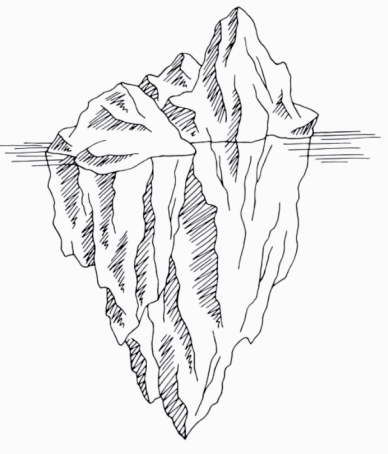


> The level of effort a person must make on a daily basis to have an environmental concern

> Can help a person experience their daily work better

08

OUTPUT : AGGREGATED MEASURE OF PRO-ENVIRONMENTAL ORIENTATION



« Consistent 1 » People have a consistent pro-environmental orientation both spontaneously and upon reflection.

> They are ambassadors of pro-environmental culture.

« Dissonant 1 ». People have a low pro-environmental orientation upon reflection, but a strong one spontaneously.

> They are potential ambassadors of pro-environmental culture, who, however, do not reveal their pro-environmental orientation spontaneously.