The increasing calls for sustainable development have resulted in a wide range of Triple P initiatives, in which people, planet, and profit values are maximised and balanced. However, establishing these Triple P initiatives is challenging and managers often do not know how to resolve the difficult situations they sometimes come across. This thesis explores the processes underlying the governance of Triple P initiatives and offers a framework and set of associated tools to support managers in dealing with the challenges they encounter so that Triple P initiatives will more easily achieve their sustainability purpose and contribute to a more sustainable society.