

Training Outline



Sustainability 101: Introduction to Sustainability

A Better Way to Make a Bigger Profit

Description

This half-day, interactive workshop cuts through all the rhetoric and clears the air around Sustainability. It provides attendees with a clear understanding of Sustainability while introducing the leading thinkers, tools and core concepts driving a grass roots revolution that is changing the landscape of global commerce. Focusing on real world examples illustrates the strong business case for Sustainability and why organizations across the globe racing to become the next Sustainable Organization.

The plain language and practical approach of this workshop makes clear the social, environmental and economic goals driving the Sustainability movement. The message is simple, Sustainability is a better way to make a bigger profit and this workshop is designed to inspire people to think about the world, their relationship to it and their ability to influence it in an entirely new way.

Attitudes of customers, employees, and shareholders are changing as they become more aware of the importance of Sustainability. Clear indicators show they are increasingly attracted to firms who respect people, the environment, and are committed to the improvement of sustainable processes. This workshop makes clear how moving toward Sustainability will meet these demands while at the same time realizing cost savings and driving revenue growth.

Prerequisites

There are no prerequisites needed to take this course.

Training Objectives

Upon completion of this course, participants will:

1. Understand the end game of Sustainability – meeting the needs of today's generation without compromising the ability of future generations to meet their own needs.
2. Become familiar with the common terms, lingo and language of Sustainability
3. Understand the business case for sustainability and how organizations are strengthening their long term viability by doing the right thing.
4. Discuss their ability to participate in driving sustainable change both at home and in the workplace.
5. Become familiar with the history of the modern day sustainability movement.
6. Be able to discuss the leading thinkers and influencers driving this revolution.
7. Be introduced to the the core concepts, tools and techniques being utilized to drive sustainable change.
8. Become familiar with various resources available to help guide the journey towards Sustainability.

Note: Follow up workshops designed to help drive sustainable change within your organization are available.