



LeaderShip for Sustainability™



With you, it's possible.

Why should you and your company focus on sustainability NOW?

Sustainability is your best competitive course of action for increasing your company's value in the marketplace, and inspiring your customers, employees, and shareholders. Adopting sustainable business practices improves profitability, increases opportunities, and reduces risk exposure so your company can excel and thrive in an increasingly challenging economy. LeaderShip for Sustainability is about mainstreaming sustainability into your corporate culture, so your company can realize new openings for innovation, competitive advantage, attracting top talent, and enhancing employee commitment and productivity.

Leaders Drive the Change.

Business leaders play a critical role in the urgently needed transition to a green and sustainable economy. Your leaders and managers must be able to build a diverse, engaging, and inclusive culture where sustainability can flourish, then guide the necessary changes to create a sustainable future for their companies and the world. LeaderShip for Sustainability primes your leaders and managers with the necessary mind-sets, skills, and motivation to lead the way.

What makes LeaderShip for Sustainability unique?

LeaderShip for Sustainability takes a systems approach that fully integrates sustainability into every aspect of your company. The program is designed to collaboratively engage all functions within an organization: finance, manufacturing and operations; research and development; sales and marketing; human resources; environmental, health, and safety; supply chain; corporate social responsibility; and professionals charged with sustainability.

Who should attend this program?

The program is ideally suited for executives and managers in:

- Sustainability; Environmental, Health & Safety, and Corporate Social Responsibility
- Finance, Manufacturing, Operations, HR, Marketing and Sales, R&D, and Supply Chain—because these are all sustainability-critical functions

Emerging and high-potential leaders in any function are also highly encouraged to attend.

The program has four distinctive features.

1

A proprietary, proven, triple-bottom-line strategic business simulation known as **GlobStrat**, giving business leaders hands on experience in running a company sustainably over time.

2

Leaders learn how to build **increased commitment** by envisioning an inspiring future that engages and motivates people to want to contribute—as employees, strategic partners, customers and suppliers.

3

The tools that can make it happen. Participants are introduced to a dynamic **Sustainability Profitability Modeling Program**, enabling them to identify triple-bottom-line benefits from sustainability opportunities with immediate and projected three to five year payoffs. Skill building and practical tools help participants demystify the complex world of financial and non-financial performance metrics.

4

Leaders become more **insightful, creative, and innovative**, as they learn how to adopt more sustainable business practices, while simultaneously reducing their company's **risks** in the face of resource constraints, environmental uncertainties, and other disruptions irreversibly changing business-as-usual.

The program is designed to collaboratively engage all functions within an organization



FINANCE

MANUFACTURING & OPERATIONS

RESEARCH & DEVELOPMENT

SALES & MARKETING

ENVIRONMENTAL HEALTH, & SAFETY

HUMAN RESOURCES

CORPORATE SOCIAL RESPONSIBILITY



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The GlobStrat Simulation

The GlobStrat triple-bottom-line strategic business simulation is the “secret sauce” that enables participants to achieve the key learning outcomes of the program. GlobStrat players participate in a multi-year, team-based competition learning how to implement sustainable business strategies through practice integrating People, Planet & Profits. The simulation uses a cross-functional team design to boost mutual learning, knowledge sharing, creativity and innovation—essential elements of a culture for sustainability.

By addressing the human side of sustainability, players confront complex challenges. Each player’s unique role and their choices and interpersonal influences change the dynamics and the potential outcomes. Players must think strategically and decisively based on available information, take appropriate risks, and accept responsibility and consequences.



Key Learning Outcomes of LeaderShip for Sustainability

Sustainable and Strategic Business Leadership

Systems Thinking for Sustainability

Engaging and Aligning Employees and Other Stakeholders for Sustainability

Fostering Innovation, Collaboration & “Co-opetition”

Embedding Sustainability for Operational Impact

Leading Change for a Sustainable Future

Driving Profitability through Stakeholder Involvement in Your Triple-Bottom-Line Success

One of the LeaderShip for Sustainability teams working a round of the GlobStrat simulation.

SOME PAST PARTICIPATING COMPANIES:

| | | | |
|----------------|-----------------|-----------------|----------------------|
| Alcatel-Lucent | Church & Dwight | Ingersoll Rand | Rudolph Technologies |
| Alcoa | DSM | Lockheed Martin | Sanofi |
| BASF | GM | Mars | SNV USA |
| Brighton USA | Hess | Novartis | Windels Marx |
| Bureau Veritas | Honeywell | Rabobank | |

For more information email: info@transitioningtogreen.com.

Transitioning to Green’s LeaderShip for Sustainability Program Presenters

Jeana Wirtenberg, Ph.D.
President & CEO of Transitioning to Green. Jeana is an HR thought leader and practitioner focusing on building sustainable enterprises through leadership, culture change, collaboration, and learning.

Linda Morris Kelley
Linda’s work with individuals and teams is a whole systems approach to leadership, culture, innovation and collaboration that includes connecting knowing what to do with actually doing it in service of sustainability.

William G. Russell
Bill is a global leader in sustainability with over 25 years of experience in environmental engineering, management consulting, environmental accounting and sustainability performance metrics.

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