

# Building a Culture for Sustainability

Jeana Wirtenberg, Ph.D.

Transitioning to Green, LLC

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Where: Impact Hub NYC  
394 Broadway 5<sup>th</sup> Floor  
New York, NY 10013



While sustainability may start out as grand goals, it is fueled by the millions of little actions made by everyday employees. Our interactive workshop begins with a brief overview and framework for understanding the human side of sustainability, and how corporate culture drives the success or failure of sustainability initiatives.

The intention is to educate and inspire leaders and managers in every function in how to mainstream sustainability into all aspects of their corporate culture.

We will explore how:

- Participants can play a pivotal role in unleashing talent in service of a sustainable future in their organizations and in the world.
- To create a purpose driven, conscious, connected workforce, and help steward a shift toward total employee involvement in sustainability.
- To embed 8 essential elements for creating authentic sustainability cultures, describing them along a continuum from unsustainable to holistic sustainable.

Takeaways include practical tools for leaders and managers to use to ignite employee passion, promote employee engagement, increase innovation, creativity, and productivity. All while reinforcing ecological responsibility and increasing community and societal prosperity.

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**President & CEO, Transitioning to Green**

Jeana Wirtenberg, Ph.D. helps companies and organizations make sustainability a mainstream, routine business practice. She is an expert on the leadership, organizational dynamics, and psychology required to make that happen. Jeana is president and CEO of [Transitioning to Green \(www.transitioningtogreen.com\)](http://www.transitioningtogreen.com). Her company develops individual and organizational capacity to make sustainability take root. She is co-founder and senior advisor of the [Institute for Sustainable Enterprise \(www.fdu.edu/ise\)](http://www.fdu.edu/ise) at Fairleigh Dickinson University. Her book [Building a Culture for Sustainability: People, Planet and Profits in a New Green Economy \(Praeger, 2014\)](#) shows how to holistically integrate sustainability throughout the culture of organizations. Jeana is lead editor for *The Sustainable Enterprise Fieldbook: When It All Comes Together*, first and second edition (Greenleaf Publishing, 2008, 2016). She teaches *HR/Employees and Organizations* in [Bard College's MBA in Sustainability Program](#), *Organizational Behavior* in Rutgers MBA program, and *Women Leading in Business* in Rutgers Business School. She received her Master's degree and Ph.D. with honors in Psychology from U.C.L.A.