

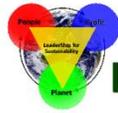


MORRIS COUNTY
CHAMBER of COMMERCE

and Transitioning



to Green™



Present

LeaderShip for Sustainability

LeaderShip for Sustainability

People, Planet, and Profits in a New Green Economy



Introduction and Overview

LeaderShip for Sustainability is a triple-bottom-line systemic approach to developing innovative, resilient leaders who can succeed in taking their business forward from a People, Profit and Planet perspective.

Sustainable business is profitable. In MIT's third annual Sustainability and Innovation Global Executive Study (2012), respondents have indicated that sustainability related plans have contributed to their company's profitability. The overall results show that more companies are taking sustainability seriously and are even benefiting financially from sustainable business practices.

Business Leaders View Sustainability as Critical. According to the UN Global Compact-Accenture CEO Study (2010), an overwhelming majority of corporate CEOs – 93 percent – believe that sustainability is critical to their future success. Sustainability will become the only way business can and should be done.

LeaderShip for Sustainability (LFS) helps leaders build sustainable enterprises. Our LFS program focuses on the new reality in which sustainability is not only a key concern but also a pivotal driver that is essential to your company's future. While a number of sustainability programs focus primarily on the environmental and operational aspects of sustainability, our program is unique in that it focuses on leadership that fully integrates sustainability into every aspect of your company, including the critically important people side of your business.

Leaders can play a game changing role in making the shift to a sustainable world by creating a generation of leaders who will energize everyone to be fully engaged and productive, finding meaning and purpose in their work.

Jeana Wirtenberg, Ph.D.
CEO, Transitioning to Green

Leaders Drive the Change. Given the urgent need to transition to a green economy, leaders and managers play an irreplaceable role in building the necessary organizational capabilities to guide the changes to a sustainable future. Leaders and managers of organizations must be ready with the requisite awareness, knowledge, skills, competencies and motivation to lead the way. Sustainable leadership skills are absolutely essential so you can not only profit today and but also thrive tomorrow.

Triple Bottom Line Business Simulation Paves the Way. Authors of the widely acclaimed book *The Sustainable Enterprise Fieldbook: When It All Comes Together* have partnered with business simulation developer GlobStrat Academy to design the on-site and virtual training. Utilizing *GlobStrat's* fast paced, multi-player, interactive, triple-bottom-line strategic business simulation, participants experience the equivalent of five years of leading and implementing sustainable business practices. Participating in LeaderShip for Sustainability programs that incorporate group or team play and games boosts mutual learning, knowledge sharing and creativity—essential elements of a *culture for sustainability*. This extraordinarily impactful program will inspire, prepare and groom the future leadership of your organization.





With **GlobStrat's** triple bottom line business simulation, players participate in a multi-year, team-based competition where they learn how to put sustainable business strategies into practice, integrating People, Planet & Profits. By addressing the human side of sustainability, players confront complex challenges where every player's unique role, choices and interpersonal influences matter. Players must think strategically and decisively, take risks, and accept responsibility and consequences to fully grasp how high performance cultures achieve **triple-bottom-line success**.

Key Outcomes of Leadership for Sustainability Program

Leadership for Sustainability expands and supports current and future leaders in developing the following capabilities:

1. Sustainable and Strategic Business Leadership:

Participants adopt a comprehensive (360°) view of a business from a long-term, strategic and sustainable perspective.

2. Systems Thinking for Sustainability:

Participants adopt a CEO perspective, including economic, environmental and societal value creation, to develop a Triple Bottom Line strategy.

3. Employee Engagement and Alignment for Sustainability:

Participants learn practical ways to unleash the creativity of their employees in every function in service of building a sustainable enterprise.

4. Fostering Innovation, Collaboration & Co-opetition:

Through innovative business simulation exercises participants learn to proactively plan and prioritize green product launches. In the process they practice negotiating ethical strategic alliances and build long-term win-win partnerships.

5. Embedding Sustainability for Operational Impact:

Participants learn to operationalize, continually assess, and adapt a strategy over the long run in a global marketplace, competing for Profit and Sustainability.

6. Leading Change for a Sustainable Future:

Participants learn how to navigate and succeed in a turbulent and global economy by developing the emotional and ecological intelligence, resilience and agility in themselves, as they expand their organization's capacity for change.

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

Participants learn to work effectively in a multi-stakeholder environment, that includes employees, customers, suppliers and investors, to create shared value from a people, profit, and planet perspective.

Delivery Format

The **LeaderShip for Sustainability Program** will be hosted at the **Morris County Chamber of Commerce**. The in-person workshops will be every other Friday: **October 25, November 8, and November 22**. The off-site portions of the program include participant teams playing through Rounds 1 & 2, then 4 & 5 of the *GlobStrat* simulation virtually on consecutive Wednesday evenings: October 30, November 6, November 13, and November 20, 7:30-9:30 PM. Reading assignments enhance the learning before each of the in-person workshop days. Three follow-up conference calls will further support participants in applying their learning within their organizations.

Transitioning to Green's LeaderShip for Sustainability Program Presenters



Jeana Wirtenberg, Ph.D

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



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.



Linda Morris Kelley

Linda's whole systems approach to leadership, culture, innovation and collaboration includes connecting knowing what to do with doing it in order to cultivate sustainability.



Bill Scalzitti

Bill is a marketing and sales professional with more than 30 years of experience in Advertising, Business Development, Motivation, and Entrepreneurial Ventures.