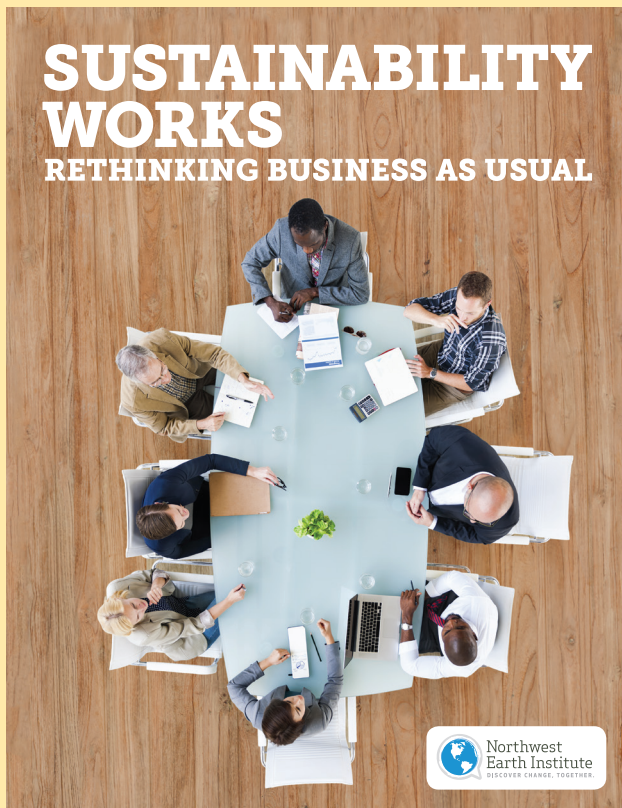


# Sustainability Works: Rethinking Business As Usual

*"Sustainability is one of the most certain paths to innovation for companies seeking a competitive edge." — Paul Hawken*



Join an upcoming *Sustainability Works* course:

**What:**

**When:**

**Where:**

**Contact:**

**Additional information and cost:**

## **IN THIS FOUR-SESSION DISCUSSION COURSE YOU WILL:**

- Describe the business case for sustainability from environmental, economic and social perspectives. Articulate your own case for sustainability action in your organization.
- Use case studies of sustainability business leaders and successful sustainability initiatives to re-imagine your organization's offerings as more environmentally sustainable and socially responsible.
- Identify qualities, tools and practices needed for leading in sustainability at your own organization.
- Practice systems thinking and personal resilience.



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# SUSTAINABILITY WORKS: RETHINKING BUSINESS AS USUAL

## DISCUSSION COURSE DESCRIPTION

SESSION THEME	DESCRIPTION	READINGS
<b>Sustainability Is Everyone's Business</b>	Many people today still see maximizing profit and taking care of the planet as two completely separate paths. But research shows that being a good corporate citizen can actually increase revenue and productivity. In this session, we will discuss the business case for sustainability from a variety of perspectives. We will also consider how to best communicate that business case to others.	<p>"Seeing the Whole Picture" by Peter M. Senge, Joe Laur, Bryan Smith, Nina Kruschwitz and Sara Schley</p> <p>Video: Systems Thinking: A Cautionary Tale</p> <p>Preface of The Ecology of Commerce by Paul Hawken</p> <p>Video: Business Case for Sustainability</p> <p>"Changing the Meme of Constant Growth" by Sandra Waddock</p> <p>"Accurately Valuing Sustainability" by Bruce Watson</p> <p>"The Extravagant Gesture" by William McDonough and Michael Braungart</p> <p>"Introducing the Intrapreneur!" by NWEI and The League of Intrapreneurs</p>
<b>Framing Sustainability</b>	Looking at real-world examples of sustainability in practice can help us envision the changes our own organizations can make. In this session, we will examine the underlying frameworks and principles of sustainable businesses. We will look at our own services and products and re-imagine how they might be more environmentally sustainable and socially responsible while still being economically profitable.	<p>"Natural Capitalism: Creating the Next Industrial Revolution" by Paul Hawken, Armory Lovins and Hunter Lovins</p> <p>"A Circular Economy"</p> <p>"Five Guiding Principles" by William McDonough and Michael Braungart</p> <p>Video: Triple Bottom Line and Sustainability</p> <p>"B Corps: Being Beneficial"</p> <p>"Patagonia's New, Decentralized Approach to Sustainability Management" by Maura Dilley</p> <p>"There Is No Catch: When Inclusive Business Works for Everyone" by Alex Mihm</p> <p>"The Private Sector Needs to Come Clean about Doing Good" by Myriam Sidibe</p>
<b>The Power of One</b>	In this session, you will explore what sustainability leadership can look like at any level of an organization. This session will help you to develop necessary leadership skills, build a community of support and make your sustainability team more effective in making the sustainability changes you want to make in your organization.	<p>"5 Core Competencies of Sustainability Leadership" by Ellen Weinreb</p> <p>"10 Lessons for Future Sustainability Leaders" by Alex Duff</p> <p>"Bringing an Entrepreneurial Mindset to the World's Failing Systems" by Charmian Love and Rachel Sinha</p> <p>"The Power of Sustainability-First Design" by Christine Bader</p> <p>"Diversity Makes Us Smarter" by Katherine W. Phillips</p> <p>"Insight on Diversity" by Alex Mihm</p> <p>Video: How Great Leaders Inspire Action</p> <p>"The Power of One" by Ray Anderson</p>
<b>Work from the Inside Out</b>	This session provides helpful activities and advice, both practical and philosophical, to make the transition to sustainability a reality. This is a working session — you will clarify and focus your goals, identify resources to help you, and learn how to practice personal resilience.	<p>"Six Strategies for Creating System Change for a Sustainable Future" by Anna Birney</p> <p>Video: Got a Wicked Problem? First, Let Me Tell You How to Make Toast</p>