



Sustainability for Leaders

A Transformative Approach to Sustainability Thinking, Strategy and Results

1,5 -day Certificate Course in Geneva, 13-14 October 2011. This course will run together with 1,5 day PROBE training 14-15. This course draws upon 20 years of experience and results in coaching sustainability champions who are leading their organizations toward sustainability.



The Context - *Sustainability*

To achieve sustainability will require significant transformation of our organizations and social systems. As such, we cannot get there alone. The ability to understand systems, engage with key stakeholders across value chains and innovate sustainable ways forward is becoming a business imperative.

To succeed in this complex and changing context, requires a systems approach to sustainability and a common language that can enable effective dialogue and collective decision-making across traditional boundaries. And, it necessitates that we all take on a leadership role - a leader being anyone with the passion, courage and competence to step out and make a difference.



“As we climb mount Sustainability, with the four The Natural Step system conditions at the top, we are doing better than ever on bottom line business.”

Ray Anderson, President, Founder and CEO, Interface. Inc.

Course Objectives

This intensive practical course is designed to build understanding of how to transform your organization’s approach to sustainability in order to achieve strategic advantage and long-term leadership in your industry and/ or community.



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“You can tell somebody the rules of chess, but that doesn’t make them a chess player and certainly not a master. They need to play in order to develop a full understanding of the strategies that can be deployed.”

*Karl-Henrik Robert, TNS
Founder and Blue Planet
Prize Winner*

As specific outcomes of this comprehensive 1, 5-day course, you will:

- *Describe* the current sustainability opportunities and risks facing businesses, communities, and organizations
- *Listen* to stories and case studies from leaders in organizations moving toward sustainability
- *Apply* the key steps of The Natural Step’s ABCD methodology for sustainability planning, using a case study
- *Present* the core concepts of The Framework in a short presentation and receive feedback from peers
- *Strategize* how to effectively promote sustainability in your business, community, or organization
- *Reflect* on how The Framework can help you take a leadership role in sustainability



While this course provides a solid grounding in core concepts, the focus of the workshop is on participation and practical experience with plenty of opportunities for dialogue and hands-on application.



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“What I liked is the way we covered the vast territory of sustainability in two days, with real cases related to business as well as the public sector. A good mix of theory, practical application and reflection, starting right away with the sustainability of our coffee.”

Reinier de Nooij, PHD,
Independent consultant &
Course Participant

Course Participants

The workshop is open to anyone who wants to be a leader in the change toward a sustainable society. Past participants include:

- Internal company and SME champions
- Entrepreneurs
- Municipal employees and elected officials
- Professors and researchers
- Consultants
- NGO champions

We encourage participation from a wide range of sectors and perspectives, leading to a richer dialogue and peer learning, simulating the cross-sectoral approach needed to take a systems approach to sustainable development.



Course Facilitators

The course will be taught and facilitated by experienced Senior Advisors from The Natural Step.

“TNS Framework is the most integrated and comprehensive approach to Sustainability I have ever seen. The Natural Step really helps to work with the questions and complexity that we have to deal with today.”

ir. Sietske Smulders-Dane
Teacher and researcher
Course Participant



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The Natural Step

The Natural Step is an international not-for-profit organization dedicated to education, advisory work and research in sustainable development. Since 1989, we have worked with thousands of corporations, municipalities, academic institutions and not-for-profit organisations that have proven that moving strategically toward sustainability leads to new opportunities, reduced costs, and dramatically reduced ecological and social impacts.

For more information about the Natural Step, please visit: www.thenaturalstep.org

Course Certificate

All participants who successfully complete the course will receive a course certificate. For more information about The Natural Step and its courses, please visit:

www.thenaturalstep.org

Course Primer

To assure all participants share common references and understanding, a 1-hour online primer is a prerequisite (or equivalent foundational knowledge). As a group, this will allow us to delve deeper into the core concepts and to spend more time on hands-on, skill building. An elearning password will be sent to you after registering for the course.

To learn more about the eLearning course (Sustainability 101), please visit: www.thenaturalstep.org/elearning

Course Fees and Registration

Course size: To allow for diversity while ensuring a quality learning experience, each course is limited to 20 participants.

Registration: To secure your spot in the course, send your interest to:

stanley.nyoni@thenaturalstep.org +41 79 410 48 75

peter@realtimeadvisors.com +41 78 944 8057

Course Fees*: 1200 CHF or 2000CHF Including the PROBE tool

*Course fees include course materials, break-time snacks and lunches. Additional travel or meal costs are the responsibility of participants.

Course Language: All program and course materials are in English.