

The Natural Step Network USA presents:

Strategic Sustainability for Leaders – Level 1 Course

A Transformative Approach to Sustainability Thinking, Strategy and Results

This course draws upon 20 years of practical experience. It coaches sustainability champions to lead their organizations toward a sustainable future.

The Context - Sustainability

Sustainability is about creating the kind of world we want for ourselves, our neighbours, and future generations. Today's most innovative leaders know that incremental change is not going to be enough. By charting a sustainable path forward, they are helping their organizations mitigate risk and capture opportunity. Organizations as diverse as Nike, The City of Madison, Wisconsin and ShoreBank Pacific are using The Natural Step's strategic approach to sustainability to transform the way they make decisions and plan for the future.

A Leader is someone with the passion, courage and competence to step out and make a difference. The Natural Step supports leaders in developing the knowledge, skills and tools they need to take bold steps toward sustainability.

We use a comprehensive framework to help people first answer the question "How do I know when my organization is sustainable?" and then take step-by-step actions to move toward sustainability. Our approach helps make the best use of existing tools and leverages the creativity and ingenuity of organizations to achieve tangible progress and bottom line results.

Course Overview

This intensive two-day practical course is designed to give you a solid grounding in the Natural Step Framework methodology. Beyond the foundational knowledge of the core concepts of sustainability, the focus is on participation and practical experience with numerous opportunities for dialogue and hands-on application. This experience is key to guiding your sustainability change efforts and to identifying key messages that must be communicated to build organizational buy-in.



This course is a prerequisite for The Natural Step's advanced course in Sustainability and Change (Level 2). All participants who successfully complete this course will receive a certificate of completion for Level 1. For more information about The Natural Step Network USA and its course offerings, visit:

www.naturalstepusa.org/sustainability-courses

Strategic Sustainability for Leaders - Level 1
The Evergreen State College
Olympia, WA
December 4 and 5, 2010

The question of reaching sustainability is not about if we will have enough energy, enough food, or other tangible resources ... The question is: will there be enough leaders in time?

Dr. Karl-Henrik Robèrt, founder of The Natural Step

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Who Should Attend

This course is for emerging and existing sustainability practitioners who want to gain the knowledge, skills and tools necessary for taking a strategic, systems approach to communicating, planning and effecting meaningful sustainability within their organizations and communities.

We encourage participation from a wide range of sectors and perspectives since this will enrich the dialogue and opportunities for peer learning. Participants will include leaders and champions from:

- Corporations
- Small businesses
- Government organizations and municipalities
- Consultancies
- Universities
- Non-profit organizations



“The quality of the content of TNS sustainability education is unsurpassed. I have studied sustainability formally in my Master’s and Doctoral studies at the University of Toronto, through research for my three books, and through attendance at hundreds of conferences on the subject. The TNS Framework is the most rigorous, scientifically-based, and practical sustainability methodology on the planet.”

Bob Willard, author of the Sustainability Champions Guidebook, The Sustainability Advantage and The Next Sustainability Wave, and 6-year TNS Canada Board Member

What You Will Learn

- A scientifically sound foundation for sustainability proven through implementation by hundreds of organizations across the US and around the world
- How to develop a common language and perspectives to evaluate purchasing, capital investments and product/service innovations
- How to elevate focus from tactical “green” initiatives to sustainable strategic objectives
- How to implement a transparent process to guide open decision making among diverse stakeholders
- How to align vision and strategies throughout an organization
- How to create an environment for improved recruitment and retention, and increased employee engagement
- How to anticipate risk and respond with sustainable strategies

As part of the course you will also have the opportunity to:

- Gain access to valuable templates, tools and resources for use in your own work
- Hear real life stories and lessons learned from leaders who have integrated The Natural Step Framework into their vision, strategy and operations
- Share, learn and stay connected with a diverse network of fellow practitioners
- Obtain a one year Individual membership with The Natural Step Network USA

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Course Location and Dates

Course Location	Course Dates	
Olympia, WA The Evergreen State College Seminar II (SEM) D2107	December 4 and 5, 2010	

Course Pricing

Participant Type*	Regular Rate	
TNS and Cascadia member	\$600	
General admission	\$650	

Course fees include course materials, lunches, coffee/tea service and snacks. Travel, lodging and additional meal costs are the responsibility of participants.

Course Preparation

To ensure that all participants share common references and understanding, the Natural Step Sustainability Primer: Step By Natural Step is prerequisite reading material. The Primer and other sustainability resources may be found here:
<http://www.naturalstepusa.org/sustainability-resources>

If you’d like to gain a deeper knowledge of the history of The Natural Step or the application of the Framework, we can suggest the following resource: The Natural Step Story: Seeding a Quiet Revolution, by Karl-Henrik Robèrt.

“After attending The Natural Step Strategic Sustainability for Leaders workshop, I could hardly wait to get back to my office and convince our leadership that I had finally found an easy-to-follow, scientifically based framework that we can use to apply earth stewardship to every decision we make.”

Tami Boardman, Vice President for Communications for David Evans and Associates, Inc.



Photo: Andreas Johannsen

Registration and Terms of Payment

To register for this course, please visit:
<http://tnsleadolymdc10.eventbrite.com>

To ensure a high quality learning experience the course will be limited to 25 participants.

You will receive confirmations of your spot in the course upon receipt and processing of your registration and payment. A welcome packet, with a detailed course outline and logistical information (including a list of accommodation options) will be sent to you prior to the start of the course.

All cancellations must be received in writing. The amount paid, minus a 15% processing fee, will be refunded for all cancellations received 15 days prior to the course. No refunds will be granted for cancellations received within less than 15 days of the course start date.

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About The Natural Step Network USA

The Natural Step Network USA is a national non-profit learning network dedicated to sustainable development. Our mission is to guide organizations to act according to the principles of sustainability, now. We help businesses and organizations take meaningful steps toward sustainability through learning and collaboration. We are a catalyst, bringing about systemic change by giving decision makers a shared, science-based understanding of sustainability and a unifying Framework for moving towards a sustainable society.

Founded in 1989 in Sweden by Dr. Karl-Henrik Robèrt, The Natural Step now has offices in 11 countries. The Natural Step Framework for Strategic Sustainable Development is being used internationally by hundreds of organizations, including Fortune 500 companies, government departments, universities, community action groups and small and medium-sized businesses in their respective journeys to sustainability.

For more information about The Natural Step Network USA, please visit: www.naturalstepusa.org



The Natural Step Network USA
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About the Facilitators:

Regina Hauser - Executive Director, TNS-USA

Regina believes that life is an adventure that shouldn't be missed, which goes a long way to explain her decision to leave the comfortable life of a lawyer at Schwabe Williamson and Wyatt to take the helm of TNS-USA. Regina's exuberance for life, her sense of humor, and her passion for sustainability can be seen in her many presentations about The Natural Step, and slide shows from trekking adventures in places like Bhutan, Tibet and Peru. Regina sees the challenge of sustainability as a defining opportunity for individuals and organizations alike, and believes our response to that challenge will define our character for generations to come.

Paul Horton - Paul Holton Consulting Group

Paul Horton's leadership experience includes co-founding and managing the non-profit Climate Solutions, serving as corporate sustainability director for the engineering firm David Evans & Associates, Inc, teaching sustainable business and carbon management at The Evergreen State College, and providing strategic sustainability solutions to tribes, universities, and other public and private sector clients. Paul has extensive experience in the areas of climate change, energy efficiency, renewable energy, green building, and sustainable transportation and land-use, earned a Certificate in Sustainable Business from the Bainbridge Graduate Institute and is a LEED Accredited Professional.

"The challenge for the Nike team is to make sure people are able to translate [sustainability] into actionable, practical steps. The beauty of The Natural Step is that it is a step by step process, so you can drill down from the big vision and ask what are the things we already have going on that are taking us in the right direction, what is going on that takes us in the exact opposite direction that we may want to rethink, and what are the innovations that we need to look for?"

Sarah Severn. Director
Corporate Responsibility Horizons at Nike