

Sustainability Strategizing Sessions

Paul Hohnen

How would you like to emerge from your next international management meeting with a global leadership team which:

- understands how sustainable development can be used to advance company interests?
- has identified and embraced the unique material issues for the company?
- knows what customers, competitors and regulators are doing in the sustainability space?
- can powerfully articulate the company's sustainability approach - internally and externally?
- wants to act as ambassadors of sustainability?

A Sustainability Strategizing Session led by international sustainability expert Paul Hohnen can help you do these things, and more.

Building an organization-wide Sustainability Leadership Team **The Problem**

A common challenge for CEOs is how to engage the top level of company management in responding to the challenges and opportunities of sustainable development (SD). All too often, interest in SD is superficial and limited to small pockets of the organization.

This can be particularly testing across multinational corporations, where cultural and other differences reinforce different perspectives. The result is that the company can lose vital competitive edge.

- Heads of national operations or functional divisions may respond to regulators, customers, investors, suppliers and media in different ways.
- Customers interested in improving SD performance through the value chain may look for other suppliers with a lower risk profile or better SD approach.
- The organization fails to harness the capacity and deep-seated interest of employees at all levels to improve SD performance.



Full participant engagement is assured by the use of a unique interactive approach.

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'We were very impressed with Paul's strong contribution to our Management Summer School, for our invited audience of 100 of Hager Group's international leaders. His expert facilitation of a day-long session on sustainability was both informative and inspiring; as a result of which we now have many more ambassadors to deliver our sustainability vision.'

Daniel Hager, CEO, Hager Group (June 2012)

The Response

Working closely with corporate leadership, Paul Hohnen helps business organizations embed the CEO's vision and commitment on SD into the company's DNA.

By adding as little as one half day session to a global meeting of national managers, a Sustainability Strategizing Session can help a company develop:

- a common understanding at executive level of the meaning of SD and of the underlying trends that will drive it up the global agenda. This includes state of the art knowledge of key governmental, business and related developments.
- recognition that SD has immediate and long term implications for business strategy and success (e.g. reduced costs, reduced risks, increased effectiveness, commercial opportunities, etc.) and why not having a company-specific sustainability strategy is no longer an option.
- inspiration to use SD concerns to seek continuous improvements in all operations, and to use these to commercial benefit. Issues include HR (attracting and retaining the best staff; getting the best out of staff; reducing risk and costs), technology (identifying process and technology improvements), and market profile (winning respect — and contracts).



Humour and a relaxed approach facilitate learning

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Sustainability Strategizing leadership training sessions work on the basis that company leaders already understand most of the relevant issues, or have the skills to 'join the dots' when these are presented. The sessions

- are structured to encourage participants to identify for themselves the key issues and internalize them — rather than being 'talked at';
- recognize that managers respond best to defined challenges where they can deploy their individual and team skills;
- use information in a mix of serious and humorous formats to seed the learning and buy-in processes.



Working group sessions weave SD interests into existing teams

'Paul has helped us to realise and understand in a very pragmatic way the importance of sustainability for our organisation. He did this in a humorous and inspiring interactive morning session. Something which would have taken us at least 1 or two years.'

John Paul Broeders, Chairman Executive Board, Royal Vopak (July 2009)

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Annual meetings provide a cost-effective format

A Sustainability Strategizing Session is the ideal way to use your next meeting of global managers, team building retreat or corporate planning session to scale up awareness of sustainable development issues within your sector and company, and to build an organization-wide Sustainability Leadership Team.

Group size:	Suitable for up to 100 participants
Time required:	Half day (minimum)
Cost:	Very competitive with the cost of a guest speaker, but more engaging and revealing of staff talent.

For more information, contact Paul Hohnen
at paul@hohnen.net or call +31 6 444 58153