NEW!
AMA’s Green Leadership
Implementing Sustainability Strategies

Turn sustainable business practices into your competitive advantage.

ARLINGTON, VA
October 8-10, 2008

NEW YORK, NY
November 12-14, 2008
The future of business is being built on “green” and socially responsible organizations. Are you leading your organization to win the sustainability challenge?

The unprecedented urgency around matters of the environment, sustainability and stewardship is causing dramatic change in how companies operate. Global politics, technology innovation and business expansion are shaping a landscape of tough challenges and vast opportunities.

Organizations of all sizes are working to green their processes, products and facilities and turn sustainable business practices into competitive advantage. In this seminar, you’ll learn to translate green and socially responsible business strategies into triple bottom-line—economic, social and environmental—results.

Help your organization integrate their corporate strategy and design and implement sustainability systems and programs.

How You Will Benefit

- Integrate green and socially responsible practices to leverage short- and long-term performance
- Understand the current global trends that affect your business
- Identify stakeholders and engage them in the sustainability planning process
- Enroll others in sustainability-enhancing initiatives
- Measure performance results related to your sustainability initiatives

Who Should Attend

Experienced leaders, directors, change agents and influencers.

Web-Based Features of this Seminar

- Before attending the session, you must complete two short online reading assignments and a personal ecological footprint evaluation.
- Participants are required to bring a laptop with wireless capability to the session to access an online portal that will provide tools and resources that complement in-class work.
- Post-seminar access to the portal will provide ongoing support to successfully implement your action plan and sustainability strategy back on the job.

ARLINGTON, VA
OCTOBER 8-10, 2008
Seminar #2107-CAL-00004
AMA Washington, DC Area Center
At Arlington, Virginia
2345 Crystal Drive, Suite 200
For hotel reservations, call the Hyatt Regency Crystal City 703-418-1234, the Crystal City Marriott 703-521-5500, or the Crystal Gateway Marriott Hotel 703-920-3230.

NEW YORK, NY
NOVEMBER 12-14, 2008
Seminar #2107-CAL-00005
AMA New York Center
1601 Broadway, 8th Floor
Entrance on 48th Street
For hotel reservations, call the Belvedere Hotel 212-245-7000, the Sheraton Manhattan 866-500-0223, the Hampton Inn Times Square North 212-581-4100, or the Millennium Broadway 866-866-8086.

This three-day seminar starts at 9:00 a.m. the first day and ends at 4:30 p.m. the last day.

$2,345/AMA Members $2,095
AMA Members save $250.

1.8 CEUs are awarded for this seminar.

Developed in conjunction with the Institute for Sustainable Enterprise at Fairleigh Dickinson University.
Global Context, Mindset and Consciousness
- Understanding fundamental/global risks and issues inherent in maintaining a non-sustainable enterprise
- Defining the changing business environment as it relates to the need for sustainability strategies
- Creating triple-bottom-line results (TBL)
- Recognizing the benefits of creating a sustainable enterprise in terms of TBL
- Identifying factors that can hinder the movement to sustainability practices

Discovering Your Sustainability Direction
- Establishing the business case for sustainability, linking sustainability to financial and human capital performance
- Understanding alignment of sustainability strategy with corporate strategy
- Analyzing types and stages of sustainability strategies
- Identifying factors that enable and inhibit implementing sustainability strategies
- Conducting preliminary SWOT analyses related to sustainability
- Applying sustainability strategies to a given enterprise

Managing the Change to Sustainability
- Identifying the factors that contribute to the success or failure of organizational change
- Applying process for implementing change management to effect sustainability
- Assessing your organization’s readiness for implementing a sustainable enterprise culture

Leadership and Engagement in the Sustainable Enterprise
- Describing leadership in a sustainable enterprise
- Assessing your role and level of influence in implementing sustainability
- Applying methods of engaging others in identifying and forwarding opportunities for sustainability
- Identifying stakeholders and relevant issues that need to be addressed in the move toward sustainability

Implementing Sustainability Programs
- Integrating corporate strategy and sustainability program implementation using a Sustainability Balanced Scorecard
- Measuring and benchmarking energy efficiency and greenhouse gas (GHG) emissions
- Discussing major carbon emission reduction credits and trading regimes
- Evaluating materials’ flow-through by conducting a Life Cycle Analysis to determine potential areas of improvement
- Conducting sustainability-aligned cost-benefit analysis
- Recognizing and applying the value of sustainability reporting and effective communications

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You know why sustainability is the future of business. Now find out how to use it to improve your business results.

REGISTER TODAY
1-800-262-9699 • www.amanet.org