

MASTER CLASSES in Sustainable Development

Master Class in
Driving Sustainable
Business



ISIS

ACADEMY

Sustainability = able to last a long time

Is your company fully prepared to do that?

The average live span of a business organization is less than 20 years. The oldest “species” in the business “ecosystem,” such as the French company Saint Gobain, have celebrated their 300th anniversary. Prominent companies like Siemens, Levi Strauss, and Unilever are well over a century old. Companies that live long have many traits in common: they have created a strong identity, they are sensitive to disturbances in the environments around them, they can create innovative responses to changing circumstances ...

And they invest in the development of their leaders and managers.

Today’s Sustainability Challenge

A big differentiator for the future **success of business** organizations will be their capacity to innovate and adapt in response to the multiple, large-scale challenges humanity is facing, ranging from global climate change and resource scarcity to regional economic and political transformation.

“Sustainable development” in a business context requires **more than technical solutions** or a “greener” outlook. Widening responsibility to include ecological, social and individual concerns makes planning and decision-making much more complex. It places enormous demands on leaders and managers to develop their capacity as “change agents,” in both sustainability content and organizational process terms.

About ISIS Academy

We have been working at the intersection of sustainability, innovation, and organizational change since 1988. ISIS stands for “Indicators, Systems, Innovation, Strategy,” and for two decades, we have been developing, testing, and applying this robust approach, working with hundreds of organizations around the world.

The “ISIS Method” helps you weave sustainability into the core of an organization’s frame of reference. For that is where sustainability needs to be, in order to effectively support planning, decision-making, and operations in companies, municipalities, public institutions and initiatives.

Our aim in all our courses is to integrate the **personal development** of leaders and managers together **with organizational and cultural change** to address the specific challenges of sustainable development.

Driving Sustainable Business

This Master Class is designed to meet the **specific needs of leaders and change agents** inside business organizations. In order to broaden the perspective of integrated sustainability, we open this Master Class to participants from a variety of different companies and sectors. Each participating company sends three leaders or change agents to one Master Class. To further widen the scope of perception and learning, we recommend strongly that each organization consider diversity issues when identifying members of the participant group, including both gender and cultural background.

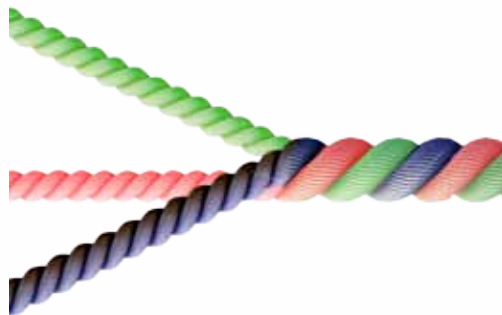
In this Master Class, we will teach **well-tested tools and processes** for navigating successfully through the demands and challenges of sustainability in business, and we will identify the personal strengths required to create lasting impact. We also will help participants plan their own development, and find balance in their personal sustainability, so they can be **effective as agents** of change in the long term.

What do we focus on in the Master Class Driving Sustainable Business?

Shaping Sustainable Development Strategy

Managing Change Dynamics

Creating Impact through Personal Mastery



The ISIS Approach

Participants will learn how to

- influence global sustainability issues from within one's own company
- help one's company to make the internal shifts necessary for sustainable performance
- master the ISIS Method of working with indicators, systems, innovation and strategy
- use and adapt ISIS tools to work with other popular tools and respond to almost any sustainability challenge in the organization
- apply the fundamentals of systems dynamics and systems mapping to problem analysis
- integrate group facilitation, communication, training techniques, and technical analysis to push a sustainability project forward
- coach others to increase their performance and impact
- work with resistance and with contradictory mental models
- define one's own strengths and plan one's own long-term development as an effective leader and change agent for sustainability

Our goal is for the three participants from each company to go back to their own organization inspired and equipped with the tools and insights to **make sustainability change happen**. We also intend to build a network among different companies to support learning and cooperation to address these challenges successfully.

Graduates will receive a certificate indicating that they have undergone advanced training in sustainability change management, including the use of the ISIS Method and API Model.

Start:	<i>to be determined with the four first organizations applying</i>
Duration:	<i>2 x 3 days plus 0,5 days of coaching/e-learning</i>
Application:	<i>3 participants per company</i>
Trainer:	<i>A. Klimek, A. AtKisson, P. Magnuszewski (one day)</i>
Fee:	<i>4950,- € per participant*</i>

* + 19% VAT, accommodation, board. Please inquire about our special rate for public organizations, NGOs and others.

Committing to Mastery

The concept of a Master Class means that participants come with their existing skills and experience, and the desire to **move up to the next level of confidence** in their capacities.

“Mastery” in the context of sustainable business means being able to respond to any arising situation or challenge, including the ability to work in cross-disciplinary teams and to call in expert help.

This Master Class in Driving Sustainable Business has three different foci:

1. the emerging context of professional sustainability leadership and management;
2. the challenge of organizational change; and
3. the capacity of individuals to make change happen

The course is designed to support leaders and change agents in developing their understanding, skills and personal impact in order to plan and drive large, complex, and/or continuous change processes. Our aim is to help you create the momentum for real sustainable change to be implemented inside a company.

The team of trainers, which will assist you in this Master Class



Axel Klimek (Germany)

Co-founder and managing director of ISIS Academy GmbH, is a senior management consultant with high-level experience in Europe, Asia, and Africa, helping organizations and developmental programs. He has managed complex change processes and worked for more than 25 years as a coach as well as a trainer for other coaches.

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Alan AtKisson (USA, Sweden)

Co-founder of the ISIS Academy GmbH, a senior strategic consultant, professional trainer, and author in the field of sustainable development. His book “The Sustainability Transformation: How to Accelerate Positive Change in Challenging Times” has been widely used by practitioners and academics in the field of sustainable development. Recognized as one of the pioneers in sustainability consulting (since 1992), he has helped to develop the field as a profession.

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Piotr Magnuszewski

Co-founder and managing director of the Centre for Systems Solutions. For many years he has been working as a systems modeler, professional trainer, facilitator and researcher. He is particularly involved in linking theory and practice, science and policy, knowledge and action through diverse systems and knowledge management tools. He has been applying and teaching systems tools with diverse groups of scientists, NGOs, businesses and administration in many countries.

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Two phases of commitment

Phase 1: Letter of Interest

If your company is interested in this “Master Class in Driving Sustainable Business,” you only need to sign the Letter of Interest and forward it to us. “Interest” means serious interest, but there is no obligation involved. You are not committed to the Class at that point. The Letter of Interest helps us to shape the class and to find the right mix of participating companies.

Once you sign the Letter of Interest:

- Three spaces for participants will be reserved for your company.
- Your ability to influence the composition is assured. For example, if you so request, we will not invite any direct competitors of your company to that Master Class.
- You can suggest customers or suppliers you also would like to participate.
- We will take into account your preferences for location and timing as we schedule and plan the Class.

Phase 2: Formal Registration

The moment we have four interested companies, we will contact you with a formal request for registration. That is the point at which we will need your binding commitment to participation in the Master Class. We will also ask you to:

- Identify three participants for the Master Class (reminding you to consider diversity in the selection of those participants).
- Identify a sustainability project for them to work on for your company.
- Give us your preference for dates and locations (we will find the optimal solution for all “early bird” companies).

Once scheduled, we will continue to promote the Master Class, up to a limit of 10 different companies, for a maximum class size of 30 participants. However, we also guarantee to run the class with a four-company minimum, or 12 participants.

Our Commitment

We do our utmost to ensure that our participants receive the training and development experience they need to advance sustainability effectively in their enterprises. We guarantee the quality of our courses and offer a full or partial refund of the Course Fee if you are dissatisfied.

We look forward to welcoming you to the ISIS Academy.



ISIS Academy

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