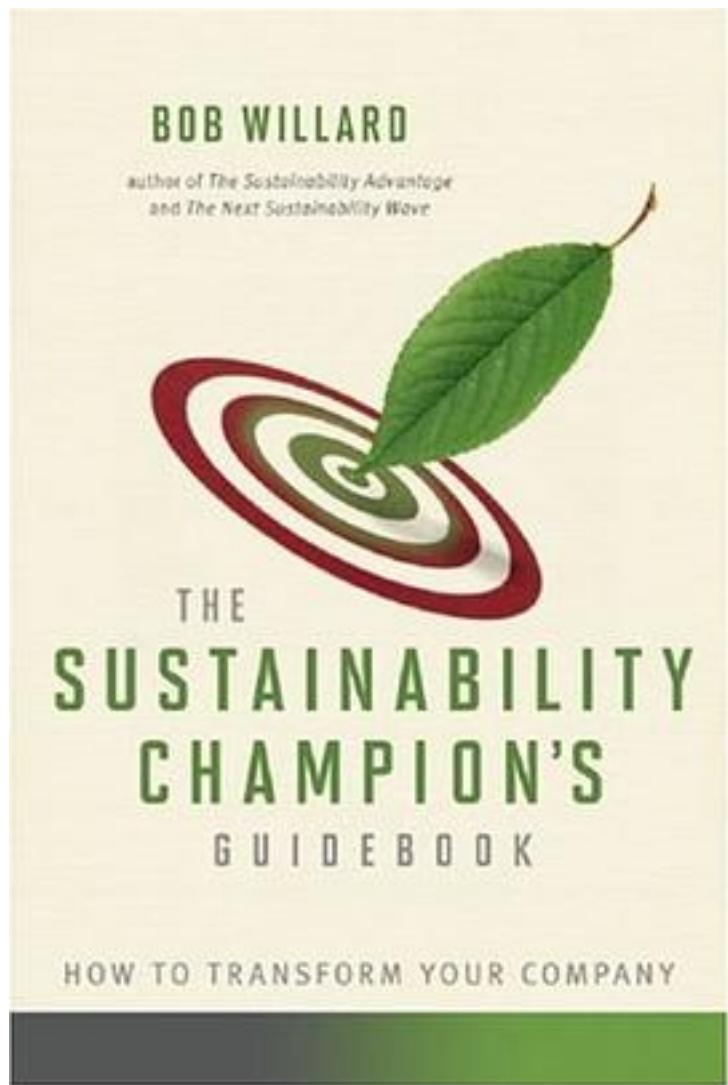


Sustainability Champion's Guidebook



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This practical, easy-to-follow guidebook, now available in full-colour, electronic, searchable PDF format, helps sustainability champions at any level in a company lead a transformation to a smarter, more successful, and more sustainable enterprise. The guidebook outlines the transformational steps to take, tips and techniques to use, and derailers to avoid. Bob Willard's previous books provide a financially relevant, compelling business case outlining why smart business executives should embrace sustainability. An expert on leadership, culture change, and organisational development, Willard distils lessons learned about cultural transformation and provides guidance on how to embed sustainability into corporate cultures. This guidebook is exceptionally easy to use, read and consult. Each tip is self-contained within two facing-pages. A change tip is presented on one page with a supporting sidebar or figure on its opposite, facing page. It is organised around four frameworks for easy reference: A seven-step sustainability change process; Seven leadership practices to use during the change process; Seven paradoxes that complement the seven leadership practices; Seven derailers to avoid. This book is an indispensable tool for sustainability champions who are transforming their companies into more sustainable enterprises.

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评论

阿紫姑娘推荐的书，特点都是文字简单内容丰富引人深思。一个小种子慢慢成长成一个大树，一个员工从自我的调整开始逐渐成长成能够对部门企业产生影响作用的人，其过程中无不需要策略和战略，更重要的是在一次次失败的实践中完成蜕变。这本书对于新晋员工或者资深元老都是必读之书，推荐。

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