

The Sustainability Champion's Guidebook: How to Transform Your Company

By Bob Willard

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"Canadian sustainability expert Bob Willard, whp spent 34 years with IBM, offers a punchy, practical guide to leading change in your company in The Sustainability Champion's Guidebook. He presents a seven-step model of change, seven practices that sustainability champions in companies must follow, seven paradoxes they will face, and seven "derailers" to avoid. If you're interested in becoming a champion for sustainability in your company, this would offer useful guidance." - Harvey Schachter, The Globe and Mail

This practical, easy-to-follow guidebook helps sustainability champions at any level in a company lead a transformation to a smarter, more successful, and more sustainable enterprise. *The Sustainability Champion's 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 organizational development, Willard distills 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 organized around four frameworks for easy reference:

- A seven-step sustainability change process
- Seven leadership practices to use during the change process
- Seven paradoxes that compliment 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.

Bob Willard uses his senior management experience from his thirty-four-year

career at IBM to create a business case for corporate sustainability strategies. He has delivered hundreds of keynote presentations on the subject to corporations, consultants, academics, and NGOs worldwide. His two highly-acclaimed books, *The Sustainability Advantage* and *The Business Case for Sustainability*, are also available through New Society Publishers.

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Editorial Review

Review
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About the Author

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