



Early Adopter Training

Overview

Based on the Natural Step framework, STP's Early Adopter training guides organizations through the process of developing a customized sustainability action plan that can improve operational efficiency, elevate brand reputation and generate long-term competitive advantages - all while minimizing negative environmental and social impacts. The training comprises six (6) sessions over the course of four (4) to six (6) months, culminating in a public presentation of the organization's sustainability plan and progress to date. Peer site tours and supplemental experiences will be worked into the programming where interest and time permit. Organization teams consist of three (3) to five (5) employees – preferably with some participation from organizational decision-makers. Typical peer cohorts consist of five (5) to seven (7) organizations and businesses.

(Objectives, programming and schedule subject to change.)

Session 1 (Full-day session)

- 1) Gain perspective on the trends shaping our current global environmental and socio-economic reality
- 2) Develop a definition of sustainability that fits your organization
- 3) Identify your organization's baseline reality relative to that definition
- 4) Establish a working set of core values and a sustainable vision for the future
- 5) Begin working with the basic components of the Natural Step framework
- 6) Learn a new method for organizational strategic planning
- 7) Choose an existing business process or practice to evaluate through a sustainable lens
- 8) Form connections with your cohort peers

Session 2 (full-day session)

- 1) Examine in-depth business case studies highlighting sustainable practices and problem solving
- 2) Present and peer-review approaches for applying sustainable practices to an existing business process
- 3) Identify your organization's critical impacts and opportunities across the four facets of sustainability
- 4) Begin developing a leadership and change strategy for implementing your eventual sustainability action plan

Session 3 (half-day session)

- 1) Create strategies and action items to address impacts and opportunities identified in Session 2.
- 2) Commit to individual action items for team members in developing and implementing a sustainability action plan.
- 3) Learn how to set specific, measurable goals with regard to sustainable outcomes.

Session 4 (half-day)

- 1.) Learn how to gather, maintain and employ metrics as tools for measuring and achieving progress against sustainability goals.
- 2.) Evaluate existing metrics tools for use by your organization, based on needs and vertical industry.
- 3.) Begin unifying vision, values, goals and action steps as part of a single sustainability plan.

Session 5 (half-day)

- 1) Receive coaching on your draft sustainability plan
- 2) Provide and receive peer consulting among your cohort group.

Session 6 (half-day)

- 1) Take a site tour of a local Early Adopter
- 2) Finalize sustainability plan for internal presentation and adoption

Capstone Session

Present your plan and outcomes to date as part of a public showcase organized by STP.