

# Green Business Handbook



## Guide for long-term sustainability success

### ➤ Tools to develop a sustainability plan and reporting system

- Effective goal setting
- Developing stretch targets
- Align objectives with current sustainability plan
- Measures and Metrics for your sustainability plan
- Best practices in sustainability planning
- Case studies in successful sustainability leadership

### Webinar Program

**Tuesday, September 1, 2009;** 1pm EDT

*Course scheduled for approximately 90 minutes*

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# Green Business Handbook

The **Green Business Handbook** turns green initiatives into policy for sustained competitive advantage while driving organizational buy-in.

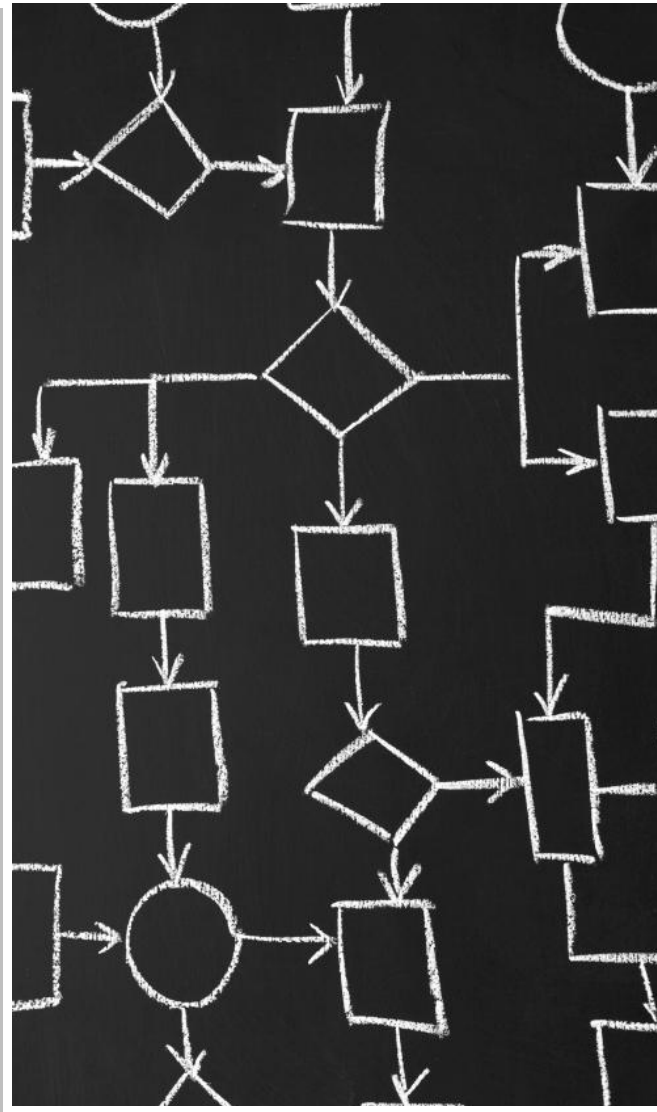
Organizations have many refined techniques for effective strategic planning including internal and external environmental analysis, resource allocation and placement of talent to name a few. Today, there are more concerns than ever regarding the environment; how environmental changes are affecting business operations, how to be prepared for future disasters and how to become a more sustainable organization.

This session will provide you with the ability to further incorporate sustainability into your strategic planning. You will receive specific approaches for developing sustainability strategies, using measures for execution and systems for reporting your outcomes over an established timeline. Your sustainability plan should align with your current strategic plan.

A solid framework for your sustainability plan will help you:

- Understand risks and rewards of sustainability
- Engage employees, create accountability and promote organization-wide buy-in
- Align sustainability objectives with overall company goals

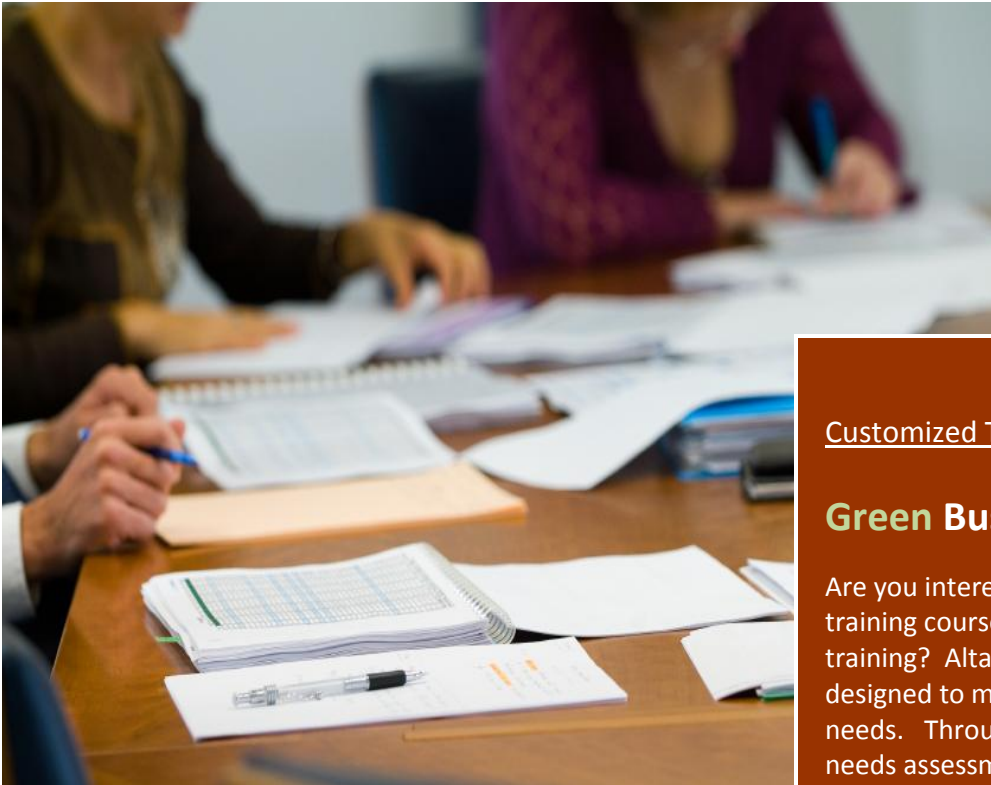
This workshop will be supported by case studies in sustainability planning. The innovative webinar format allows for interaction between attendees and practitioner to maximize the course experience. Please bring questions and stories to share!



## Questions addressed with The Sustainability Handbook

- How does environmental stewardship link to your core mission?
- What are you employees' expectations and how will you reach those goals?
- How do you compete with green competitors?
- What will you customers expect from you in the future?
- What is your environmental footprint strategy?

# Green Business Handbook



Sustainability  
2009

Customized Training for: \_\_\_\_\_

## Green Business Handbook

Are you interested in Altamont Group's online training courses, but want a more customized training? Altamont Group offers trainings that are designed to meet your specific organizational needs. Through Altamont Group's thorough needs assessment capabilities and training tools, you receive the most comprehensive customized training available.

- Sustainability Roadmap- Strategic Planning, Measurement and Execution
- Green Team- Develop and Implement Green Strategies through your Green Team
- Green Office- 4 Steps to a Sustainable Work Environment
- Facilities Management- LEED Building Strategies
- Employee Engagement and Buy-In

[inquiry@altamont-group.com](mailto:inquiry@altamont-group.com)

## About Altamont Group

Altamont Group's purpose is to provide the best online trainings dedicated to sustainable business practices for private and government organizations. We work with expert industry leaders with proven track records of success in order to drive organizational change. Our trainings are the product of in-depth research in current trends and best practices.

Altamont Group is dedicated to answering the needs of today's companies and institutions. Please contact us with any training, consulting or recruitment requests.

[www.altamont-group.com](http://www.altamont-group.com)



### Group Package

Take advantage of this great learning opportunity for your entire team. For a limited time, register 5 attendees at a group rate of:

**\$ 595**



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## Registration

<b>Early Registration:</b>	<b>\$249</b>
Single Attendee:	\$ 299
Additional Attendee:	\$ 99
Course CD (with attendance):	\$ 149
Course CD (no attendance):	\$ 299

**Register online using our secure online registration at:**

[www.altamont-group.com/register](http://www.altamont-group.com/register)

**Or by email at:**

[register@altamont-group.com](mailto:register@altamont-group.com)

**By Phone:**

Phone: 510-768-7920

Fax: 510-380-7377

**By Mail:**

### **Altamont Group**

Attn: Registration  
2625 Alcatraz Avenue, # 341  
Berkeley, CA 94705

NAME

TITLE

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#### **For Credit Card Orders**

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Card Number

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\*CVC No.

*\*The CVC is the three digit number at the end of the signature strip on the back of a Visa or Mastercard. For AmEx, the CVC is the four digit number on the front of the card.*