



MBA Sustainability Leadership Bootcamp: Sponsorship Opportunity

"The question of reaching sustainability is not about if we will have enough energy, food, or other resources... The question is: Will there be enough leaders in time?"

- Dr. Karl-Henrik Robert, Founder, The Natural Step

Creating change agents for a sustainable future

In response to strong interest from students, faculty, and employers, The Natural Step Canada is launching an MBA Leadership Bootcamp series across the country.

Purpose

- To train MBA students and recent graduates in sustainability using an applied, practical approach, giving them opportunities to "exercise" their capabilities.
- To provide participants with access to leading sustainability experts to accelerate their development into highlyfunctioning sustainability professionals.
- To help create role models in the corporate sector who go on to inspire transformational change toward sustainability in their respective sectors.



Program Overview

In 2012, The Natural Step Canada will offer the MBA Sustainability Leadership Bootcamp program to emerging sustainability leaders in Calgary, Toronto, and Montreal.

The MBA Sustainability Leadership Bootcamp helps MBA students and recent graduates take their business skills to the next level. They will apply their education and experience in strategy, project management, sales, marketing, negotiation, and facilitation to the sustainability field through a week of applied exercises, simulations, and sponsored case studies and site visits. Inspired by a faculty of national sustainability leaders, they will hone their skills working on real-life cases and presenting their findings to corporate partners seeking solutions to complex sustainability challenges.

The Natural Step Canada will support each participant with:

- An award-winning Sustainability 101 eLearning course to introduce participants to sustainability concepts and provide a shared language for the Bootcamp.
- A five-day training workshop that focuses on becoming sustainability change agents.
- A networking event to meet sponsors (for prospective employment).
- Coaching and mentoring for four months from The Natural Step Canada's experienced sustainability advisors, who work with leading businesses including Nike, The Cooperators Group, Pratt & Whitney Canada, and Research in Motion.
- An online forum to continue sharing, learning, and supporting each other's leadership efforts.

Partnership Opportunities

For leading companies that are building their sustainability brand and workforce, sponsorship opportunities are available to support this innovative program at both the national and local level. By investing in The Natural Step Canada's MBA Sustainability Leadership Bootcamp program, you will support important work with emerging sustainability leaders and realize a number of opportunities for your organization, including:

- DEMONSTRATE SHARED VALUES: Promote your commitment to youth and sustainability by aligning your business with The Natural Step Canada, a trusted leader in these areas.
- ATTRACT TOP TALENT: Screen and connect with prospective high-calibre employees during the workshop and networking sessions.
- ADDRESS SUSTAINABILITY CHALLENGES: By providing a case study, faculty and participants will study a real issue in your organization and apply their learning to develop recommendations for action.
- ENGAGE YOUR EMPLOYEES: Whip your organization's new or recent recruits into shape as Bootcamp participants for their professional development.
- INCREASE EXPOSURE: Gain recognition nationally and internationally as supporters of emerging careers in sustainability, increasing your attractiveness as an employer.

Partner Benefits

Depending on the level of sponsorship provided, partner recognition may include:*

- Significant exposure among emerging business sustainability leaders
- · Hosted lunch or networking session (including keynote talk)
- · Site visit to your office/facilities
- · Inclusion of sustainability leader from staff as faculty
- · Integration of a case study into the workshop curriculum
- Access to networking reception with sponsors, faculty, and participants
- Invitation for qualified employees to be participants in Bootcamp
- Announcement in our newsletter (6,000+ recipients)
- · Partnership profile in our Annual Report
- *Full recognition and benefits grid available upon request.

Learning Objectives

The MBA Sustainability Leadership Bootcamp is about more than gaining theoretical knowledge. It's about developing the practical skills, attitudes, and knowledge required to be effective sustainability change agents. With a more strategic, systemic perspective and a broader skill set, participants will be highly employable and better equipped to advance sustainability plans and activities in leading businesses.

At the end of the Bootcamp, graduates will have:

- · Increased their sustainability leadership potential.
- Learned how to lead organizational change processes for sustainability.
- Applied a tested methodology for sustainability: The Natural Step Framework for Strategic Sustainable Development.
- Practised capturing the business value of sustainability through real-life case studies, developed in conjunction with our sponsors.
- Developed a robust toolkit of facilitation techniques to engage stakeholders, colleagues, and leaders.
- Built a strong sustainability-focused network of peers, mentors, academics, and corporate sustainability change agents.



Sample Agenda

	Day 1	Day 2	Day 3	Day 4	Day 5
AM	Welcome Sustainability leadership café Keynote speaker	Applying human needs to sustainability Mapping key industry systems	Frequent sustainability blunders Creating an organizational culture of sustainability	Site visit to sponsor facility	Becoming a sustainability change agent: practices and paradoxes
	Sponsored lunch	Sponsored lunch	Sponsored lunch	Sponsored lunch	Sponsored lunch
PM	Sustainable value framework The rock-solid business case for sustainability Objections handling clinic	Understanding others' perspectives and engaging them as collaborators Facilitation skills	Sponsor case study	Sponsor case study	Wrap-up and close
		Networking session with sponsors		External cocktail event	

Confirmed Faculty

The MBA Sustainability Leadership Bootcamp will be delivered and facilitated by talented sustainability advisors from The Natural Step Canada and a panel of world-class sustainability experts and industry leaders, including:

- Bob Willard, sustainability expert and author of The Sustainability Advantage, The Next Sustainability Wave, and The Sustainability Champions Guidebook
- Claude Ouimet, Senior Vice President and General Manager (Canada & Latin America), InterfaceFLOR
- Tyler Elm, Vice President, Business Sustainability, Canadian Tire Corporation
- Sarah Brooks, Principal Sustainability Advisor & Team Lead, Advisory Services, The Natural Step Canada
- Pong Leung, Principal Sustainability Advisor & Director, Program Development, The Natural Step Canada
- Anouk Bertner, Manager, Emerging Leaders Program, The Natural Step Canada

For more information and to get involved, please contact:

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"The Natural Step Framework for Strategic Sustainable Development has helped with the transition from the classroom to the workplace by acting as a practical tool for knowledge application."

-Jennifer Ashley Reid, past program participant