



Authentic Leadership: *the path to sustainable business*

The next enquiry in the *ASP Leadership in Sustainability Series* explores the types of leadership best suited to a financially and environmentally sustainable future.

The Third Floor, Bush House, Bristol, March 17th, 13:00 – 17:30

Who are you leading?

How will you communicate with and lead people who have different personal values, objectives, contexts and personalities?

How do you see yourself? Activist? Practitioner? Leader? Advocate?

What type of leader are you? ...will you need to become?

What is the optimum practice to promote sustainability?

How can you optimise your practice?

“How can leaders become more effective in leading, both in and through their organisations, their staff, bosses, customers, teams?”

As a successful leader you need to understand who you are leading and their motivations, your own leadership philosophy and have a range of appropriate skills and techniques.

Together we will explore a wide range of models, skills and techniques that will help you become an effective leader in sustainability:

- ✚ leadership examples
- ✚ authentic leadership
- ✚ practical models for communication
- ✚ Spiral Dynamics
- ✚ social, corporate tribes.

Outcomes:

- ✚ think about your own practice in a different way
- ✚ identify more effective practice, influence, leadership, techniques
- ✚ understand the adjustments of language that will increase your effectiveness
- ✚ acquire a social map to better understand people's attitudes to sustainability.
- ✚ determine where you and your relationships are on this map
- ✚ learn from the experience of case studies from businesses who are already doing it.

Participants:

- ✚ line and staff functions
- ✚ environmental, CSR and sustainability champions and practitioners, communications, marketing, PR, HR, OD, Learning and Development
- ✚ change agents, coaches, facilitators.

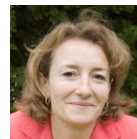


Neil Crofts, Founder of Authenticis, is a business and personal coach and consultant who has inspired and motivated hundreds of organisations and thousands of individuals to their highest potential. Neil has written three published books and numerous e-books. Neil works with businesses large and small and individuals to help them find their authentic purpose and to use it to inspire and motivate them to be everything that they can be. Neil's specialities are in strategic thinking around business, brand and marketing and training and coaching authentic business and authentic leadership. For more information see www.neilcrofts.com

Neil will lead the day with special contributions from:



Alastair Sawday, Founder & Director of Sawday Publishing is currently Chair of Bristol's Green Capital Momentum Group. Concern for the environment is manifest in the way Alastair Sawday Publishing is run and this commitment has been widely recognised; in 2008 and 2009, the company won the IPG Environmental Award. In 2009 it was voted Independent Publisher of The Year. In April 2006 they won a Queen's Award for Enterprise in Sustainable Development and the Green Apple Award for the Built Environment and Architectural Heritage.



Juliet Davenport CEO of Good Energy a company that provides individuals, businesses and communities with the opportunity to make a difference to climate change through its products and services. Juliet is an influential figure whose opinions are helping to shape government policy and make their mark on the future of renewable energy in the UK. She has been appointed to the Government's Renewables Advisory Board and the board of RegenSW – the South West's renewable energy agency. She also sits on Ofgem's Environment and Advisory group and Ofgem's Microgeneration Steering Group. Juliet has won several accolades, both for her work in the renewable energy sector and as an entrepreneur.

Fees:

ASP Associates, Authenticis Members: £75
Public Sector, NGO, Individuals: £95
Corporates: £120

Register online at: <http://tinyurl.com/ALBristol>

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