



WILLAMETTE UNIVERSITY PORTLAND, OREGON

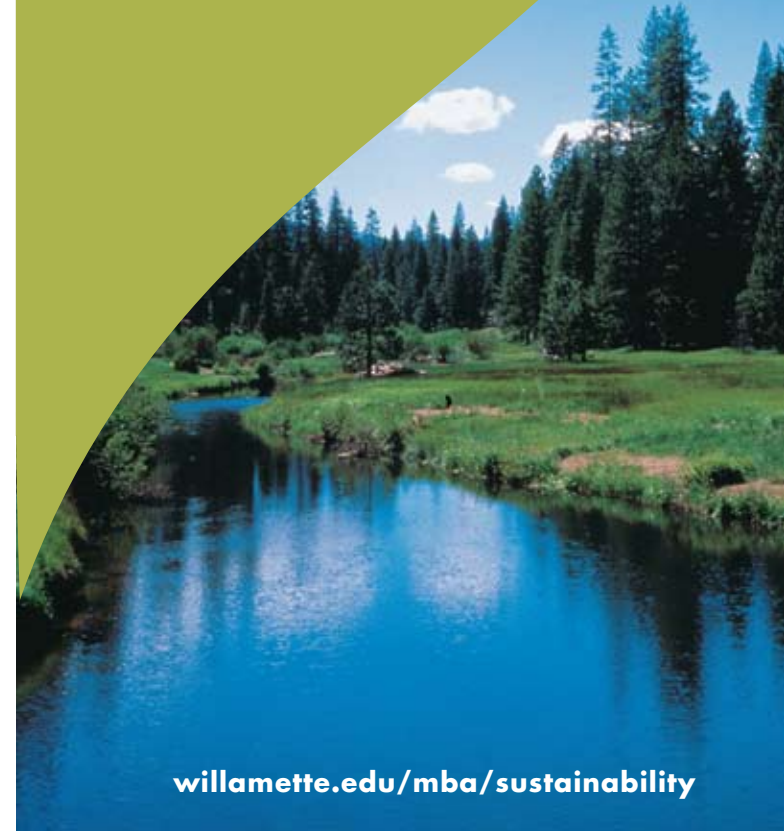
## BEYOND THE CONVERSATION: Coordinated Action for Sustainability

Three Integrated Sessions

**FEBRUARY 17-19**

**MARCH 17-19**

**APRIL 14-16**



[willamette.edu/mba/sustainability](http://willamette.edu/mba/sustainability)



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Willamette University  
Atkinson Graduate School of Management  
900 State Street  
Salem, OR 97301

**RETURN SERVICE REQUESTED**

SEC - 0909-2

- A Top Campus Nationwide for Sustainability Initiatives by the National Wildlife Federation
- A Top 20 "Cool School" by the Sierra Club for Sustainability Initiatives
- Ranked 15th in Oregon Business Magazine's Best 100 Green Companies List

Tired of trying to figure out how to make your organization more sustainable?



**Y**ou probably recognize the recent buzz on sustainable processes and practices, corporate social responsibility, and “greening” within the larger global environment. Learn how your organization can channel that energy into coordinated action toward creating a more healthy and sustainable future.

**Sustainability,** in its simplest form, is the capacity to endure. This is predicated on communities and businesses - enterprises of all sizes - to operate not at the expense of this future, but in favor of the future.

## Increase Your Understanding and Create Your Plan

Willamette University’s Sustainable Enterprise Certificate (SEC) program takes a unique approach to understanding the interconnectedness of social, economic, and environmental well-being. This is done by first focusing on the dynamics of complex systems, followed by a practical look at social systems and how the expansion of social well-being ties directly to economic and environmental well-being.

The SEC helps you create a plan, engage stakeholders and add new value through becoming a true sustainable enterprise.

### SESSION 1 ■ FEBRUARY 17-19

#### System Dynamics

Seeing the Interconnections of our Social, Economic, and Environmental Worlds and Understanding the Greatest Opportunities for Overall Health and Well Being

#### Follow Up Webinars:

February 26 – “Systemic Implications of Climate Change”

March 5 – “Climate Interactive”

### SESSION 2 ■ MARCH 17-19

#### Natural and Social Systems

Approaching Overall Sustainability of Our World, Our Organizations, and Our Communities through First Exploring How Social Well-being is Created, Supported, and Expanded

#### Follow Up Webinar:

March 26 – “What the Antarctic Treaty Can Teach Us”

### SESSION 3 ■ APRIL 14-16

#### Moving into Action

Choosing a Framework for Action and Measures for Success

**Take Action** Register online for the entire SEC certificate program or for individual sessions at [willamette.edu/mba/sustainability](http://willamette.edu/mba/sustainability)  
503.370.6791



**Willamette University  
Portland Center**  
1120 NW Couch St.  
Suite 450  
Portland, OR

## Class Formats

**Day 1:** 1pm-5pm  
*(Except Session 1, which includes a pre-program luncheon at noon)*

**Day 2:** 8am - 5pm

**Day 3:** 8am - 5pm

Each class will be conducted using a combination of presentations, small group exercises, expert lectures and discussion. You’ll be introduced to practical application with tools and simulators, case studies and personal reflection.

**Program Costs** \$3,250 for complete certificate program. All class materials and breakfast are included in the program fee.

## Passion and Profession

Instructors in the Sustainable Enterprise Certificate bring cutting-edge thinking and practice. They are expert researchers, trainers, and consultants offering actionable strategies to promote sustainability in your organization.

<b>Darcy Winslow</b>	Founder, DSW Collective and Sustainable Enterprise Certificate Program Manager
<b>Anne Murray Allen</b>	Director, Willamette University Executive Development Center
<b>Nicole Thibodeau</b>	Associate Professor of Accounting, Willamette University
<b>Bill Harris</b>	Facilitated Systems
<b>Andrew (Drew) P. Jones</b>	The Sustainability Institute
<b>Dennis Sandow</b>	President, Reflexus
<b>Norm Miller</b>	Climate Scientist, UC Berkeley/Berkeley National Laboratory
<b>Mary Hansel</b>	Biomimicry Institute
<b>Robert Swan and Anne Kershaw</b>	2041; Mission Antarctica