



STRATEGIC  
SUSTAINABILITY  
CONSULTING



# Sustainability Consulting Master Class

Sustainability for *Every* Company.

[www.sustainabilityconsulting.com](http://www.sustainabilityconsulting.com)  
[info@sustainabilityconsulting.com](mailto:info@sustainabilityconsulting.com)  
1-202-470-3248

# Sustainability Consulting Master Class

Sustainability consulting is a hot career choice these days, but it's a bit like the Wild West—there are no rules, everyone's trying to stake a claim, and it can be scary for everyone involved. We've been doing sustainability consulting for five years, and have made some mistakes and found a lot of success along the way. Now we've created a four-part series to help other sustainability consultants. Each 90-minute session takes on a different aspect of the industry, combining key messages with a highly interactive discussion session. Take one at a time, or sign up for the series for just \$250 (a 23% discount).

- Sustainability Consulting 101 – Introduction to Sustainability Consulting – \$50
- Sustainability Consulting 201 – Emerging Growth Areas – \$75
- Sustainability Consulting 301 – Building Client Relationships – \$100
- Sustainability Consulting 401 – Creating Better Proposals – \$100

The webinar series is hosted by Jennifer K. Woofter, president of Strategic Sustainability Consulting (SSC). In the past two years, SSC has grown from a one-person start-up to a consultancy drawing on more than 450 sustainability experts



# Sustainability Consulting 101

## Introduction to Sustainability Consulting

Are you interested in using your skills to make the world a better place? Are you passionate about the environment, social justice, and accountability—but not currently in a job where those values are promoted? Whether you're a recent graduate in search of that first job, or an experienced professional looking to switch careers, the growing world of sustainability consulting has something to offer. But it can also be a confusing, ultra-competitive industry, and nearly impossible to break into without prior experience. Welcome to Sustainability Consulting 101!

In this 90-minute workshop, you'll learn:

- General trends in sustainability consulting, including different terminology used in the industry.
- The four main categories of sustainability consultancies.
- Positioning your past experience to break into this competitive field.
- Resources to stay up-to-date with emerging sustainability issues.
- How to get involved in the SSC Consultant Network



# Sustainability Consulting 201

## Emerging Growth Areas

You've done a little research (perhaps taking our Sustainability Consulting 101 webinar) and have decided to pursue a career in sustainability consulting. You've put out feelers, but aren't yet successfully marketing yourself. You might be wondering if you've positioned yourself correctly, and hoping that a long list of clients is just around the corner. Now it's time to hone your services and make sure your offerings are aligned with current market drivers. Welcome to Sustainability Consulting 201!

In this 90-minute workshop you'll learn:

- High-growth areas within sustainability consulting (green building, renewable energy, training/facilities on, etc.).
- Clients you can expect to see hiring in the next 12 months—and the ones that will drag you along forever and never commit.
- Key competencies that every sustainability consultancy should be able to provide.



# Sustainability Consulting 301

## Building Client Relationships

You might have a fabulous background in sustainability, but do you have the skills necessary to be a great consultant? How you manage a project speaks just as much about your professionalism as your “green” credential. Welcome to Sustainability Consulting 301!

In this 90-minute workshop you'll learn:

- Writing contracts for sustainability consulting engagements
- Project management tools to ensure you stay on time and on budget
- Communication strategies for different types of clients—and different employee levels
- Setting clear standards for success



# Sustainability Consulting 401

## Creating Better Proposals

An increasing number of clients are choosing sustainability consultants through a competitive bidding process—sending out Requests for Information (RFIs) or Requests for Proposals (RFPs). Even if you are working directly with a prospective client, you'll need to be able to produce a statement of work (SOW) that sets out clear expectations for how the engagement is expected to proceed. Now is the time to ensure that you're crafting proposal language that will get you on the shortlist. Welcome to Sustainability Consulting 401!

In this 90-minute workshop you'll learn:

- The different ways you may be asked to provide information on your services
- What should be included in a standard boilerplate proposal
- Specific proposal provisions that you should have ready “just in case”
- Suggestions for how to approach pricing (hourly vs. fixed vs. incentive-based)



# Frequently Asked Questions

**How often do you offer this series of webinar?**

This series has now been made available as an on-demand training class. The four sessions can be completed within one month (one class each week) or spread out over several months (if you pay for each class individually). You can also choose to take just one or two of the individual sessions—although you get a discount by taking the master class as a series.

**What happens if I miss a session?**

We expect participants to attend their respective sessions, but we also understand that things come up unexpectedly. All of the sessions will be recorded, and you can download and listen to them later.

**How much time do I need to devote to this Master Class series?**

That's up to you. Each webinar session is 90 minutes long, and provides ample time for Q&A and group discussion. You will also be given optional "homework assignments" to put into practice the concepts we discuss in class. Whether you choose to actually complete the assignments is totally up to you—but we think it will enrich your learning in direct proportion to your effort.

**What kind of ongoing support do you offer to sustainability consultants?**

We offer a Premium Membership in the SSC Consultant Network. For \$249/year, you get access to a wide variety of online training events, white papers, and recorded webinars. You also get members-only access to our website, where you will have your own profile page and can connect with other sustainability consultants in our network. Learn more at <http://www.sustainabilityconsulting.com/consultant-network/>

