

empowering
sustainability professionals
to make an impact

EMPOWER

programme for teams

Transform your employees
from qualified and technical
to efficient and influential advocates
of your company and vision

thegreengorilla.co.uk

WHO WE ARE

Green Gorilla is a training and coaching company focused on empowering sustainability professionals to make an impact. We do so by delivering unique programmes that make you confident in your ability to influence others to buy into sustainability.

WHAT WE BELIEVE IN



These four Sustainable Development Goals help to better articulate our bigger vision here at Green Gorilla, which is **to make sustainability accessible to everyone**, which we deliver through our training and coaching programmes.

We have a responsibility to the environment beyond legal and regulatory requirements. So at Green Gorilla, we are committed to reducing our environmental impact and continually improving our environmental performance as an integral part of our business strategy and operating methods, with regular review points.

We encourage clients, suppliers and partners to do the same to make positive contributions to the planet and society.

On our quest towards realising our vision and beliefs, we are delighted to announce our commitment to being carbon-neutral via **Ecologi**, which invests in tree planting and projects that remove more greenhouse gasses than our own carbon footprint puts in, and via **B1G1**, through which we ensure that, when a new corporate client chooses to work with us, we can sponsor 20 days of environmental training for children.



Want to know more about who we are and our vision? Visit our website www.thegreengorilla.co.uk.

VIRGINIA, AKA THE GREEN GORILLA



Virginia Cinquemani started her career two decades ago as an architect. As part of her quest for a more fulfilling and meaningful career, her interest progressively shifted towards the environment and people.

Virginia is an environmental consultant, a trainer and a sustainability career coach. She is also the author of *SustainABLE: How To Find Success as a Sustainability Professional in a Rapidly Changing World*.

In 2018 Virginia founded Green Gorilla, to respond to the lack of human skill training and coaching available to sustainability professionals at the time.

Virginia is a tireless advocate of the key role of human skills (or soft skills, if you prefer) in bridging the gap between technical expertise and making sustainability mainstream.

In her spare time, Virginia loves reading business and self-development books, playing the piano (badly), doing African dance-based fitness and walking in nature.

Connect with Virginia on LinkedIn:
[linkedin.com/in/virginiacinquemani/](https://www.linkedin.com/in/virginiacinquemani/)



As a technical person, you may like your data and facts. However, to someone like your client, who is likely not technical, facts and data have zero impact if they're not contextualised and brought closer to human nature.

YOU ARE ON THE SUSTAINABILITY LEADERS' JOURNEY

It's a common journey that sustainability leaders go through. Once you have overcome a massive peak (your studies), another one appears (your professional qualifications), then another...

Through our experience working with sustainability professionals and leaders over the years, we have learned that most people in this profession share similar frustrations and challenges at different stages of their careers. They typically are:

1

You have spent several years learning about sustainability, driven by your burning passion and willingness to contribute and save the planet. You enjoyed your studies, however, you find yourself wondering how you can actually apply your newly-found knowledge to your future career. Which road to take? What sector to choose? How can you compete against many other graduates in the same situation?

2

Perhaps you have managed to find a job where you can use your technical knowledge, but so have many others with similar degrees. You know that you need to keep relevant in the market, so you look for the next technical qualification, then for the next accreditation and membership to add badges to your email signature. Looks like they are never-ending. But at times you wonder how much of a difference they really make to your career and to the planet.

3

Now that you have a few years of sustainability career under your belt, you wonder whether you are actually making any difference. In your career, promotions and exciting opportunities don't come by that often, and you feel you can't get people to hear your voice. Your job feels mostly like a tickbox exercise. You feel you are not making a real difference to the planet or the climate crisis, especially when clients are pushing back and want just the bare minimum sustainability solutions from you.

4

You have taken the leap and have a business of your own! Now you have to inspire others, as well as yourself to keep going. You have to be organised and disciplined not to burn out and make sure you focus on the money as well as on the planet. Can your employees sell your sustainability products and services ethically for you? Can you survive in a market with fierce competition?

**YOUR
SUSTAINABLE
BUSINESS**

**YOUR
SUSTAINABILITY
CAREER**

**YOUR
TECHNICAL
QUALIFICATIONS**

**YOUR
STUDIES**

1

2

3

4

THERE IS A GREEN GORILLA PROGRAMME FOR EACH STAGE OF YOUR CAREER



GRADUATE ACCELERATOR



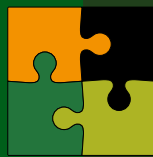
Discover your USP, match it with the sustainability market and gain confidence in your ability to make a difference.

SUSTAINABLE MASTERMIND



Speak to others impactfully; negotiate and sell your sustainability ideas successfully; become more efficient and effective; work your way through challenges confidently; find your tribe.

EMPOWER FOR TEAMS



Transform your workforce from qualified, technical employees to efficient and influential advocates of your brand.



EMPOWER PROGRAMME FOR TEAMS

Our EMPOWER programme is designed specifically for sustainability-focused SMEs and will provide your team with the ability to:



Wouldn't be great if you and your team didn't have to sweat to convince people of your ideas?

Imagine how you'd feel if your impact was truly making a difference in the world.

By 2030, at least \$12 trillion a year of market opportunities will unlock via the implementation of the UN Sustainable Development Goals. There is space for everyone to contribute, and the planet needs every single environmental and sustainability expert (and company!) to support the new zero-carbon economy in every possible way, to the best of their capacity.

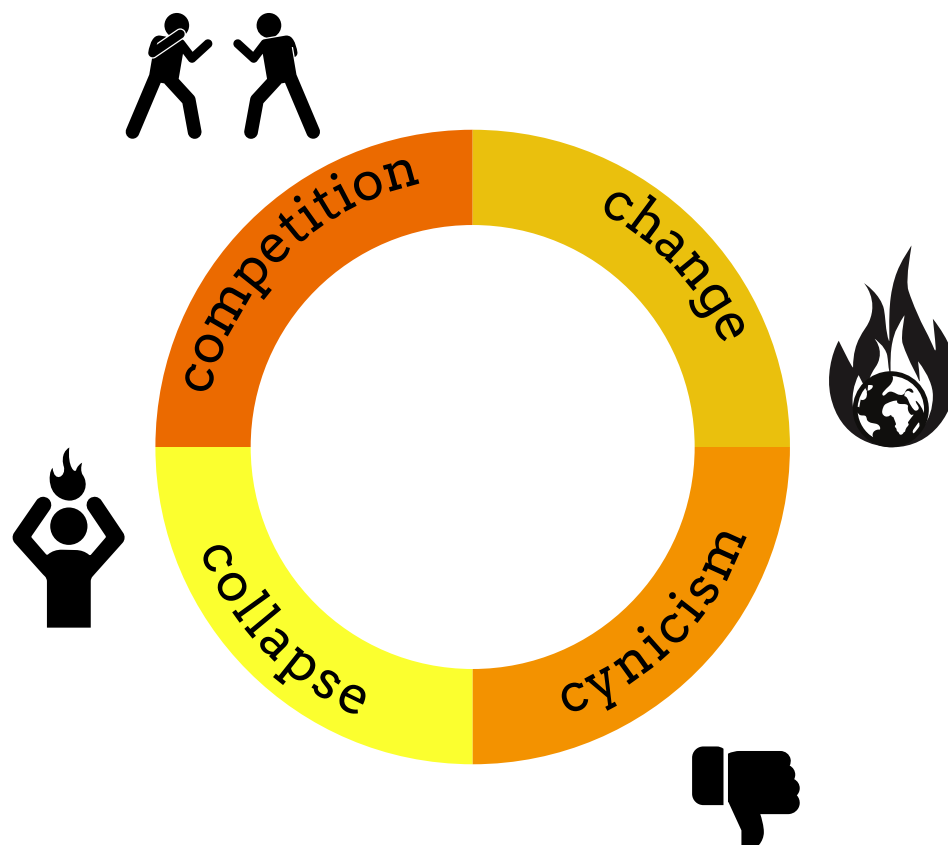
Additionally, the world is increasingly putting emphasis on digitalisation and artificial intelligence. The social media space is saturated with louder and louder voices and stimuli. The planet is facing complex, interconnected problems. This all means that sustainability professionals, even the most technical ones, will need to embrace more creative roles to keep relevant and competitive. Roles that entail not just deepening their hard knowledge, but also their ability to connect with people, to find their unique place in the world, to speak clearly, and to develop their empathy and resilience.



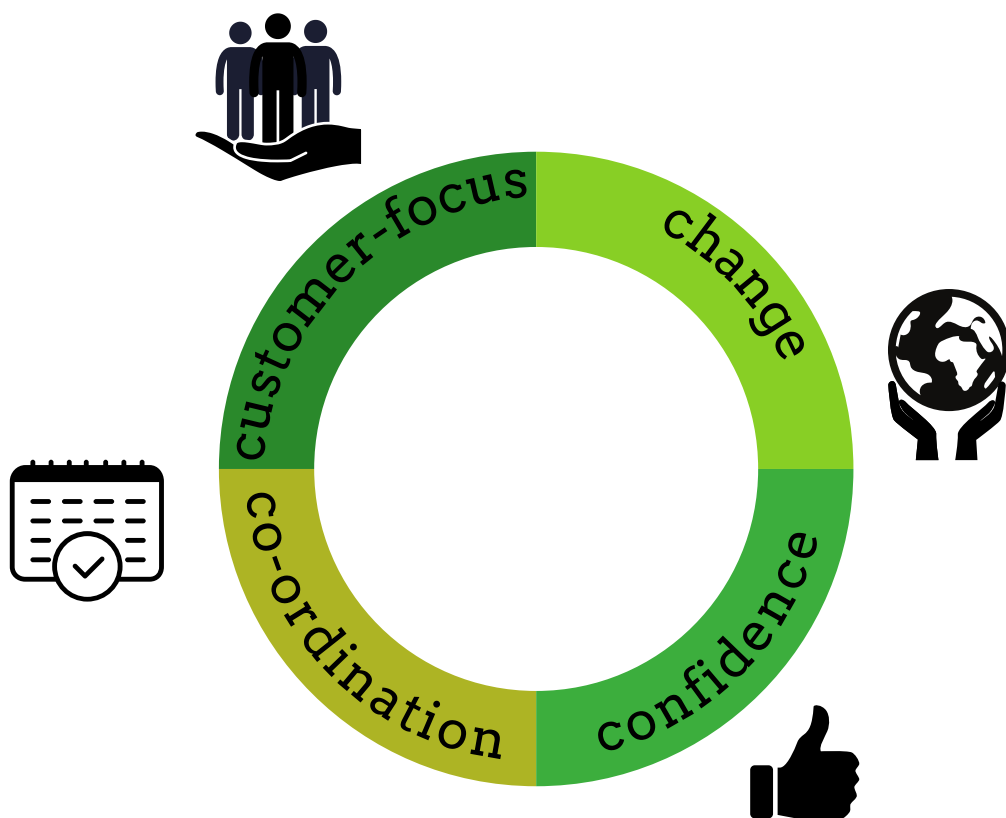
THE HURDLES OF SUSTAINABILITY LEADERS

It's common for all sustainability leaders to be starting their careers very enthusiastic and full of hopes, only to realise that the life of a sustainability leader is full of unexpected hurdles:

- Managing a company when you are not a business person but a technical person
- Having values and principles clashing with profit and the world's capitalistic view
- People expecting your services to be free or cheap because you work for the greater good
- Feeling that you and your company don't have as much impact as you would like
- Your own eco-anxiety getting in the way of inspiring others and being upbeat for your clients and your team
- Being unable to win the best, most inspired clients and the most interesting projects in competition with bigger players in the field
- Feeling deflated when clients only want the bare minimum to comply with the law and argue over how much sustainability costs all the time
- Counting 100% on your (and your team's) technical abilities and qualifications to sell your services but not seeing the results of your efforts on your balance sheet
- Spreading yourself thin by trying to put out fires all the time.



TO MAKE A REAL IMPACT WITH YOUR COMPANY YOU NEED:



If you want to enjoy running your sustainability SME while making a real impact, the Empower Programme for Teams has been specifically designed to work on yours and your employees' mindset, so that you are able to change what you can in yourselves, influence others, and reframe everything else.



HOW CAN YOU CHANGE? THE GREEN GORILLA SKILLS METHOD

resilience

How can you and your team be upbeat with your clients and colleagues when you feel you don't make a difference? Do you (or your team) suffer from eco-anxiety and feel we are doomed? How can you bounce back from mishaps and negativity instead, and reframe any situation so that you feel more empowered to make a difference?



communication

Technical people and experts forget that others might not have the same level of knowledge as them.

As a consequence, they might use complex jargon and their communication is often a one-way street, not a dialogue. But effective communication can make all the difference between influencing others and becoming thought-leaders, and losing opportunity after opportunity.



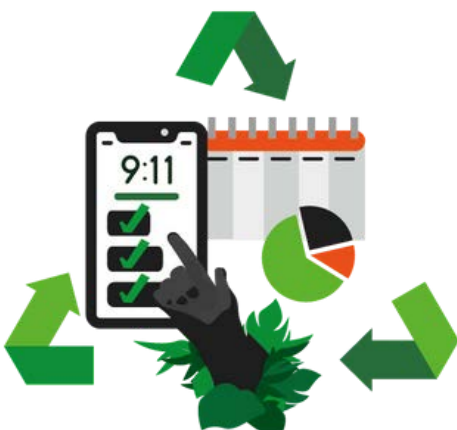
selling ethically

You might think that, because you and your team are technical, you don't need to sell. But for sustainability to become a normal fact of life (and for your sustainable businesses to thrive), you need to sell it to as many people as possible. If done right, it will be a win-win situation so that in the end, you'll feel satisfied that you have helped your clients address their issues, and your clients will feel that your company has been a life-saver.



project management

Right now you might feel overwhelmed and stretched in a thousand different directions. Yours might be only a small team and there is a lot of work to do. You can't stop to think, let alone plan your work. It's a vicious circle. But are you actually efficient? Do your projects always finish on time and to the required quality? Are you happy with your (and your team's) work/life balance? If not, it's time to reset and establish a system that will make you and your team more effective and all-around happy.



WHAT'S INCLUDED

£7,950+VAT for 12-week programme, up to 10 people.



- 4 x 90-minute long online live and highly interactive training sessions
 - Communicating sustainability powerfully
 - Selling sustainability ethically
 - Developing your resilience
 - Project managing sustainability effectively

Include workbooks with practical exercises and tips on how to develop and hone these key skills.



- 4 x group coaching sessions to go through the team's specific issues and questions



- 4 x skill challenges to apply to your team's day-to-day job



- 12-month access to our exclusive e-learning portal, with seven additional masterclasses that complement the live workshops



- Self-diagnosis and development questionnaire



- A copy of *SustainABLE: How to Find Success as a Sustainability Professional in a Rapidly Changing World* for each participant

WHO IS THIS FOR:

EMPOWER is a team programme specifically designed for SMEs that operate in the sustainability field, in any sector.

It is for small and medium companies that truly want to make a difference, and whose managing directors have the vision to nurture and develop their staff to become true advocates of their brands, build their brand's reputation, and sell more sustainability services and products ethically, while contributing towards regenerating the planet. All we need from you and your team is the firm commitment to apply the techniques and exercises we teach you during the programme.

This might mean pushing you outside your comfort zone: during difficult or uncomfortable times, keep an eye on the prize, and we will be there to support you all the way.

WHAT OTHER SUSTAINABILITY PROFESSIONALS SAY ABOUT GREEN GORILLA



KATE BROWN
SUSTAINABILITY CONSULTANT

The SustainABLE Mastermind has been a transformational experience. Virginia is a visionary, exceptional leader and mentor, and I know she has changed habits and behaviours - for the better! - across the whole group.



LUCAS FLOREZ
CIRCULAR ECONOMY EXPERT, POLICY ANALYST & SPEAKER

You did a great job - the participants only have praising comments about the role you played in the sustainability programme you created for us and the content you brought forward!



ALAN DALY
SUSTAINABILITY PROGRAM MANAGER

The SustainABLE Mastermind has been great: it's an eye-opener. Actually, there is stuff that I can change that is within my control, and I can do more to have an impact in sustainability.



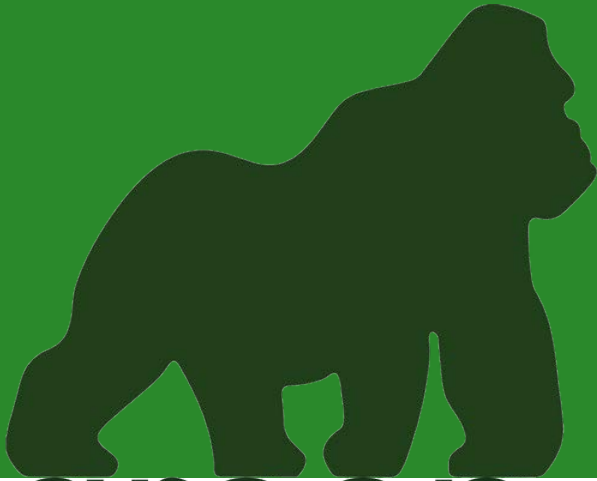
AMIT ANAFI
SUSTAINABILITY MANAGER

Being mentored and coached by Virginia was transformational. With her long experience in sustainability, her sensibility and her ability to see the big picture - every session was amazingly useful and a pathfinder.



Whether you think you can
or you can't, you are right.

- Henry Ford



green
GORILLA



scan me

**CONTACT US TODAY FOR A
FREE TEAM SKILL DIAGNOSIS**

Green Gorilla Consultants Ltd
thegreengorilla.co.uk
info@thegreengorilla.co.uk

