

THE TOP 5 SKILLS OF SUSTAINABILITY CONSULTANTS

TO WIN ANY CLIENT OVER



TECHNICAL OBVIOUS, RIGHT?

Without your technical knowledge, you wouldn't be a sustainability consultant, that's a fact. But there is so much more than that! Keep it up and start focusing on other skills.

PROJECT MANAGEMENT

YOU NEED TO RUN A TIGHT SHIP

Whether you like it or not, you are a project manager. People you haven't got authority over, data, targets... all of these need your constant attention. Start as early as you can, get organised, focus on managing risks, and your sustainability project will sail safely!



LISTENING

ARE YOU ACTUALLY DOING IT?

Sustainability consultancy is not all about showing off your knowledge or the latest gadget to save energy. Take the time to listen to your clients' needs, and to understand the project deeply, then work to meet those needs within the specific project at hand..



MOVING PEOPLE

BECOME A 21ST CENTURY SALESPERSON

You need to be able to sell the benefits of sustainability to any client, not in a sleazy way, but by offering support and responding to your client's specific needs. Build up your assertiveness and influencing skills: they are a must.



STORYTELLING

CAN YOU WOW THEM?

It's not a coincidence that the most successful people on the planet are also polished storytellers. Learn what makes a good story, and instead of regurgitating the technical manual onto your client, inspire them in a way that they won't forget.



Do you have what it takes to be a successful sustainability consultant?

TAKE THE TEST!

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