



# **INTRODUCING THE SUSTAINABLE MASTERMIND GROUP**

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APRIL 2020

[www.thegreengorilla.co.uk](http://www.thegreengorilla.co.uk)



**#unleashyou**

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# Why choose the Green Gorilla?



*The Green Gorilla's mission is to help sustainability and environmental professionals overcome their day-to-day issues with project stakeholders.*

Founded and directed by Virginia Cinquemani, architect, sustainability consultant and sustainability career coach, on the experience of hundreds of sustainability consultants and her own experience of the sustainability consultancy world, Green Gorilla Consultants Ltd was created to support sustainability professionals to develop the essential skills to make it in a multifaceted, complex profession.

You worked hard to own the technical elements of sustainability, environmental methods and tools, but have you ever been given the right leadership tools to stand up tall in front of your clients and peers?

At Green Gorilla, we know the sustainability market, we understand your daily struggles and we can provide you not only with the tools that will help you dealing with clients and teams more effectively and confidently (the "HOW"), but also with the content to get people on board with your sustainability ship (the "WHAT").

*Learn how to deliver your sustainability message clearly and confidently, even when you haven't got formal authority*

At Green Gorilla, our vision is to empower sustainability professionals by providing them with the best toolkit to stand confidently on their own feet, to take on projects equipped with all the techniques needed to win the team over, to turn negative situations into positive ones, and to gain all the support required to accomplish their projects' goals.





## I founded Green Gorilla Consultants Ltd because I, like you, am a sustainability advocate.

In fact, sustainability has been my main focus for the last 15 years, throughout my working life at the leading sustainability body in Britain, BRE. I know the subject well because I was one of the technical writers of many non-domestic BREEAM schemes and I trained hundreds of people on BREEAM courses.

I had therefore the good fortune of meeting and getting to know many sustainability professionals and heard their frustrations first-hand, like having to negotiate their way to a successful project's outcome, starting from a difficult place where sustainability is not a priority in their stakeholders' agenda; or being appointed too late in a project, and having to play catchup, when most opportunities to integrate sustainability criteria are lost. Talking with other professionals about their frustrations prompted me to address these issues, using my training, insight in the industry and sustainability knowledge and skills.

In February 2020, I published my book *SustainABLE: How to Find Success as a Sustainability Professional in a Rapidly Changing World*, a guide to develop the essential skills needed to overcome our sector's most common issues.

- Virginia Cinquemani , *Founder and Director,*  
*Green Gorilla Consultants Ltd*



# Introducing the SustainABLE Mastermind Group



*The SustainABLE Mastermind Group is here to support sustainability professionals, from any sector and any stage of personal development, to take back control of their career*

The world is changing so rapidly, it's hard to pause and stop firefighting.

But have you ever asked yourself how you can become a more impactful sustainability professional, instead of running around like a headless chicken to someone else's schedule?

Whether your technical knowledge, by itself, is enough to set you apart from the competition?

How you can become more productive, draw more revenue for your company, earn more in an ethical way, while pushing the sustainability agenda?

We have decided to create this mastermind group to support you in your sustainability career journey at a time of global changes, during which soft skills are critical important.

A mixture of webinars, monthly challenges, eLearning, hot seat calls and individual coaching will guide you to build the essential skills needed to make a difference in the sustainability sector.

*"Sticks in a bundle are unbreakable."*

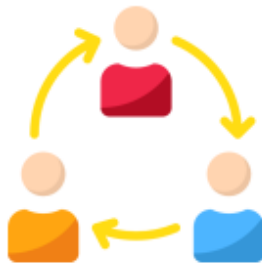
*— Kenyan Proverb*

We will work together to build up your resilience, project management, selling and communication skills, to complement your technical skills perfectly.

The value and success of the mastermind is in its community of like-minded people, supporting and holding each other accountable in this shared journey.

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# What will you get?



Collaboration is king.

Grow your network and access a group of like-minded people you will be able to interact with via our exclusive Slack group.

The mastermind group is here to provide you with accountability, idea sharing and support in achieving your goals.

We will host one 'hot seat' call a month to share with the group any concerns or issues encountered in the previous month.



A monthly challenge, inspired by one of the webinars' themes, to practise the essential skills of a sustainability professional and integrate them into your daily life.



Two live webinars a month, exploring specific topics around the four key soft skills of sustainability professionals, as outlined in Virginia's book *SustainABLE*:

- Communication
- Selling (including influencing, assertiveness, storytelling and more)
- Project Managing Sustainability
- Resilience.

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# What will you get?



A laser-focused 20-min individual online coaching session a month, ending with a personalised plan to keep you on track with your goals.



Your very own copy of *SustainABLE: How to Find Success as a Sustainability Professional in a Rapidly Changing World*.



Access to all the eLearning Green Gorilla Masterclasses, including:

- Become a Superstar Communicator
- Sell Sustainability Ethically
- Make an Impact
- Project Manage Sustainability\*
- Deal with Change Effectively\*
- Manage Difficult Conversations\*
- Tell Compelling Stories\*

\*currently under development



# Webinar Programme

*Webinars are held on Zoom at 8:30 pm (UK time) | The monthly challenges will be shared with participants at the beginning of every month | hot seat calls dates TBC*

MONTH	SKILL AREA	WEBINAR TITLE	DATE	MONTHLY CHALLENGE
APRIL	Resilience	Build your resilience in uncertain times	09.04.2020	✓
	Project Managing Sustainability	Get over procrastination	23.04.2020	
MAY	Selling	Kill that meeting	07.05.2020	✓
	Communication	Listening: the most important skill	21.05.2020	
JUNE	Project Managing Sustainability	Powerful Presentations	04.06.2020	✓
	Resilience	How to be an effective troublemaker	18.06.2020	
JULY	Communication	Body language and leadership	02.07.2020	✓
	Selling	Key selling and marketing strategies for non-sales people	16.07.2020	

MONTH	SKILL AREA	WEBINAR TITLE	DATE	MONTHLY CHALLENGE
AUGUST	Project Managing Sustainability	Organise your workload	06.08.2020	✓
	Resilience	Overcome eco-anxiety	20.08.2020	
SEPTEMBER	Selling	Build compelling sustainability stories	03.09.2020	✓
	Communication	The charisma myth	17.09.2020	
OCTOBER	Resilience	Mental health for sustainability professionals	01.10.2020	✓
	Project Managing Sustainability	Best habits of an effective sustainability PM	15.10.2020	
NOVEMBER	Communication	Speak with impact	05.11.2020	✓
	Selling	Why my clients don't care and what can I do about it?	19.11.2020	
DECEMBER	Project Managing Sustainability	Learn how to say "NO"	03.12.2020	✓
	Resilience	The myth of motivation: how to keep up with your intentions	17.12.2020	

# The Green Gorilla Masterclasses

*These learning modules have been created to provide a complete set of techniques and skills, developed by leadership and management, and sustainability experts, to enable you to become the strong sustainability professional you want to be*

GREEN GORILLA



## How to sell sustainability ethically (CORE)

Learn how to influence your stakeholders in an ethical way, to make them change their mindset and embrace sustainability.



## Become a Superstar Communicator® (CORE)

Learn the key components of a successful communication, and how to use them for best results.



## Make an Impact (CORE)

Learn how to use your influence and boost your assertiveness to make a real impact on others.



## Tell Compelling Stories

Storytelling is a powerful way to engage with people and get them on board. Learn how to create compelling sustainability stories.



## Project Manage Sustainability

Sustainability is often an additional layer on a standard process. Learn how to project manage it for best outcomes.



## Deal with Change Effectively

People naturally resist to change. Learn how to manage change in others and in yourself when dealing with the dynamics of sustainability.



## Manage Difficult Conversations

Not all conversations are positive. Learn to deal effectively with those difficult conversations to move on productively.

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# Coaching Sessions

*By joining the SustainABLE Mastermind group you will have access to a one-to-one 20-min coaching session over Zoom a month.*

*At the end of each session, you will have a personalised action plan to work on your skills.*





# SustainABLE:

## How to Find Success as a Sustainability Professional in a Rapidly Changing World

*"Regardless of where you are in your Sustainability career, whether you are starting your first job or are an experienced professional, SustainABLE will make you feel understood. Virginia is reflecting a clear understanding of the struggles Sustainability professionals go through - and offering the tools to reshape their own success. With this book, she accelerates the positive impact of sustainability efforts around the world - and right now, that is exactly what we need."*

**Stephanie Zumbrink, Innovation and Sustainability Expert**

**GREEN GORILLA**



## Your learning options & pricing



24 WEBINARS

~~£1,800~~+VAT

Individual webinar £75+VAT

MASTERCLASS  
PROGRAMME +

~~£600~~+VAT

Seven modules package

12 COACHING  
SESSIONS + HOT  
SEAT CALLS

~~£960~~+VAT

Individual session £40+VAT

PEER SUPPORT +  
ACCOUNTABILITY

INVALUABLE!

TOTAL ~~£3,360~~+VAT

YOU PAY

£995+VAT / YEAR or

£95+VAT / MONTH



# **JOIN NOW**

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# Outline webinar

## WHY ARE YOU HERE?

### MOST COMMON ISSUES

- You need to find out why you don't feel successful
- Your circle of control vs. the whining circle – your biggest enemies:
  - Habits
  - External pressures / models / culture
  - Other people's expectations
  - YOU
- Pain and pleasure – what do you associate with pain? What are you afraid of?
- Empowering beliefs and disempowering beliefs – exercises to shift them – fake it until you make it
- Whether you think you can, or you can't, you are right

### FINDING YOUR IKIGAI– *(borrow slides from coaching webinar)*

### THE MASTERMIND'S CONTENT

COMMITMENT to confidentiality, honesty, respect, putting in the work and participate as often as you can