



# THE GREEN GORILLA MASTERCLASS PROGRAMME

PROSPECTUS

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OCTOBER 2019

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



**#unleashyour**

**greengorilla**

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Empowering sustainability professionals to make an impact

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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”).

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

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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.



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*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 13 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 co-wrote the publication ‘Integrating BREEAM throughout the Design Process’, published in 2010 to make the BREEAM process more streamlined and obtain higher certification ratings. The book has been adopted as a reference guide by thousands of sustainability professionals in their projects, and was the bestseller of the publisher in its first year of publication.

Throughout my career at BRE I’ve also trained hundreds of people on BREEAM and Site Sustainability Manager 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.

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

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# Your coaches

*At Green Gorilla, we are experts in leadership and management, and sustainability.*



**VIRGINIA  
CINQUEMANI**

Architect, Sustainability  
Consultant, Sustainability  
Career Coach



**ANTHONY  
MCGEE**

Business Psychologist,  
Cognitive Behaviour  
Coach



**SUSAN  
HEATON-WRIGHT**

Voice and Communication  
Coach



**ANNA  
MARKOVITS**

Leadership and  
Management Coach



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# What will you get?



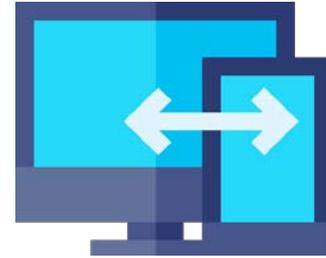
We have developed unique soft skills training to complement your technical knowledge.

From communication, to assertiveness, to selling sustainability, to influencing even when you are not in a position of authority, to storytelling, and project and people management, the Green Gorilla Masterclass Programme will teach you the essential techniques and concepts to become a successful sustainability professional.



Our training has been specifically developed to support sustainability and environmental professionals to overcome their unique challenges.

It will benefit all sustainability professionals, regardless of what sector they work in, and it will be particularly beneficial for those working in the built environment, based on our background in that sector and some of the examples we use throughout the course.



The Green Gorilla Masterclass Programme is flexible online training, which can be studied in the comfort of your office or home, whenever you want.

Additionally, you will get access to our supporting online platform, where you will be able to exchange views with your peers, and ask your coaches questions.

Your coaches will also periodically host live Q&A webinars.

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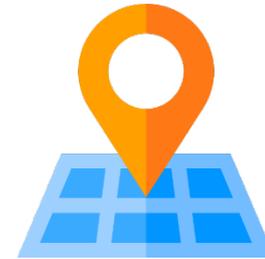
# What will you get?



The programme is CPD certified, and can be taken as individual modules, as the Green Gorilla Masterclass Programme (10 hours of learning, made of three core and two optional modules, of two hours each) or as the Masterclass Programme + (14 hours CPD) which will give you access to all the modules available.



If you are a member of IEMA, the Green Gorilla Masterclass Programme demonstrates that you have developed the personal and leadership skills described in the *IEMA Sustainability Skills Map*, like Effective Communication, Relationship Development or Leadership for Change.



A white-label [Simple Guide to Sustainability for Clients](#) gets you started with a complete, jargon-free document to explain to your clients what sustainability is all about, including the benefits of adopting a sustainable mindset.



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The course gave me the opportunity not only to think about the working environment but also to extend the principles to my personal life.

*I did not expect to grow personally as well as professionally.*

Highly recommended. ”

**- Elisabetta Li Destri,  
Senior Sustainability Consultant**

# How does it work?

*The Green Gorilla Masterclass Programme is a flexible way to learn new skills that complement your technical skills as a sustainability professional*

- 1 CHOOSE YOUR PACKAGE**  
*Pick the learning package that suits you: a single module, the Masterclass Programme, or the Masterclass Programme +.*
- 2 CHOOSE YOUR OPTIONALS**  
*If you purchased the Masterclass Programme, you can now choose two of the optional modules to take alongside the Core modules.*
- 3 START LEARNING!**  
*The learning is accessible to you for 12 months from your purchase, but as soon as you start, you have four months to complete it.*
- 4 ACCESS THE SUPPORT YOU NEED**  
*Share your thoughts with your peers on our secure, exclusive online platform, ask questions to your coaches, and join the Q&A live webinars\**
- 5 GET YOUR CERTIFICATE**  
*At the end of your programme, you'll get a CPD certificate to demonstrate your learning.*

# The Green Gorilla Modules

*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*

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## 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.

# What does the Masterclass Programme include?

Take the three core modules and choose two optional modules to complete your Green Gorilla Masterclass Programme

01

## Sell Sustainability Ethically

Learn how to influence your clients to make them adopt a sustainable mindset, in an ethical way

02

## Become a Superstar Communicator®

Communication is a two-way street. Learn the key components of effective communication as it is taught

## Make an Impact

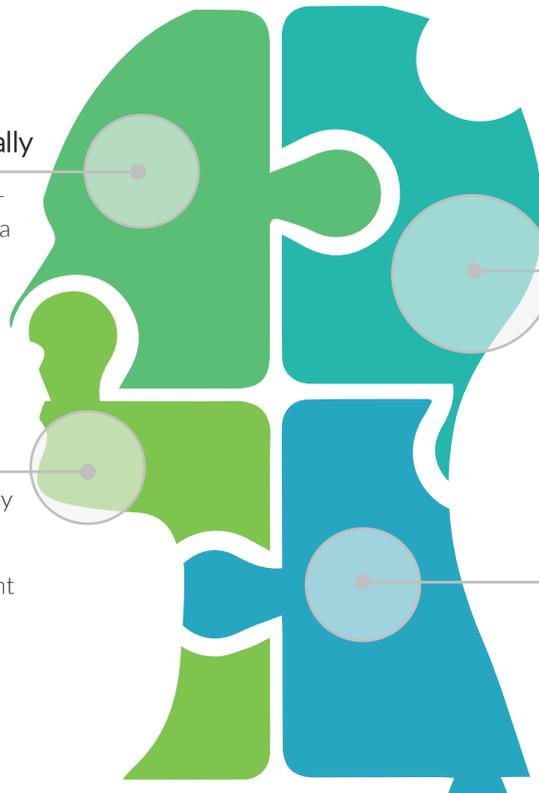
Gone are the days of you not having a strong voice in the boardroom. Learn how to make yourself heard by clients and peers.

03

## Optional Modules

Choose two optional modules between Project Manage Sustainability, Deal with Change Effectively, Manage Difficult Conversations and Tell Compelling Stories.

04



# Your learning options & pricing

## SINGLE MODULE

**£120<sub>+VAT</sub>**

Choose any module

Live Q&A webinars

One-year access

## MASTERCLASS PROGRAMME

**£480<sub>+VAT</sub>**

Three core modules

Two optional modules

Live Q&A webinars

Online support group

One-year access

## MASTERCLASS PROGRAMME +

**£600<sub>+VAT</sub>**

All seven modules

Live Q&A webinars

Online support group

One-year access

# PROSPECTUS

GREEN GORILLA MASTERCLASS PROGRAMME MODULES

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# Sell sustainability ethically

You are a technical person. Why should you learn how to sell?

You might be experiencing difficult clients that “don’t get” sustainability, who see it as an unnecessary headache or don’t want to change the way they have always done things. On the other hand, there is fierce competition when it comes to sustainability professionals, and every professional is as technically prepared as the next one – more or less. You need to find what differentiates you from the others. What *can* differentiate you is the way you deliver the message, and the way you get your clients and other stakeholders to buy into your ideas.

‘Sell sustainability ethically’ is a CPD-certified, two-hour self-paced online masterclass, with videos, exercises, reflection points and further resources for you to apply your learning into your day-to-day job.

In this session, you will be exploring the latest research on the value of sustainability (the ‘what’), and the influencing techniques needed to deliver that message in a compelling way (the ‘how’).

By end of the session, you will know how to answer typical objections from different types of clients and other stakeholders, providing meaningful evidence on what the actual value sustainability provides them. You will also know how to make rapid and effective impact, through knowing yourself, understanding others and building effective relationships.

This masterclass is a core module of the Green Gorilla Masterclass Programme.



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# Become a Superstar Communicator®



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Being an effective communicator is an essential skill in business. Whether you are in a meeting, presenting a paper, networking, public speaking or having any form of business conversation, building business relationships including trust and two-way communication with clients and other stakeholders is an invaluable skill.

This module is a CPD-certified, two-hour self-paced online masterclass, with videos, exercises, reflection points and further resources for you to apply your learning into your day-to-day job. It is based on the Superstar Communicator® philosophy where five specific areas have been identified to be an effective communicator:

Audience, Preparation, Performance, Voice and Content.

The objectives of this session are to enable participants to:

- Be aware of their audience and what their needs and requirements are
- Learn how to speak and engage ensuring it is easy for their audience to listen
- Create content that is focused and concise
- Understand the power of listening
- Learn how non-verbal communication impacts on their presence.

This masterclass is a core module of the Green Gorilla Masterclass Programme.

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# Make an impact

When delivering on our goals, sometimes things don't always go the way you would like. That could happen because you haven't got enough authority within the project you are working on, or you are overlooked.

The challenge is then: what are you going to do about it? You can let things slide, or you can take a stand.

Being assertive to make an impact doesn't mean overcoming others or becoming aggressive. It means standing up for yourself and getting yourself heard with clarity and empathy. The result – everyone is clear about what you want and their role in delivering it.

This is a CPD-certified, two-hour self-paced online masterclass, with videos, exercises, reflection points and further resources for you to apply your learning into your day-to-day job.

Within it we will explore and discover strategies that will enable you to:

- Understand the difference between assertiveness, aggression and non-assertiveness

- Challenge any misconceptions around assertiveness

- Develop the skills to challenge emotional blocks to being assertive

- Learn the core building blocks to enable you to say what you want

- Learn and develop your ability to use the key steps to self-assertion.

This masterclass is a core module of the Green Gorilla Masterclass Programme.



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# Tell compelling stories



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*Once upon a time, there was a sustainability consultant that knew all about environmental, social and governance reporting, but didn't know how to explain why it was important to his client..*

Stories are one of the most powerful ways to communicate a message in a way that is memorable and impactful. Indeed, when someone is absorbed in a story, their brain is more stimulated than when they hear dry data. Not only does the brain decode the language, but it activates any other part related to the subject of the story! The brain reacts to characters in a story in a very similar way as when we experience a real-life interaction. For example, when hearing a story about someone jumping, the motor cortex lights up and goes through the mental motions of jumping.

Stories manage to make the listeners drop their defences, empathise and truly listen to you.

This is CPD-certified, two-hour self-paced online masterclass, with videos, exercises, reflection points and further resources for you to apply your learning into your day-to-day job.

In this session, you will learn to re-discover anecdotes from your own life, or case studies, and make them into compelling stories to make an impact when speaking to your clients.

By the end of the session you will:

- Understand the importance of storytelling for sustainability professionals
- Understand the basic framework that makes any event a good story
- Be able to apply the principles in creating your own story.

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# Project manage sustainability



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Ever felt overwhelmed with the amount of work needed to carry out a sustainability project, including all the unexpected hurdles that the job involves, and in a very limited time frame?

More often than not, sustainability is an overlay on top of an existing standard process, so it no wonder the job of a sustainability professional becomes complicated, having to negotiate their way into an established system.

This is CPD-certified, two-hour self-paced online masterclass, with videos, exercises, reflection points and further resources for you to apply your learning into your day-to-day job.

This masterclass will provide the basics of project management principles for sustainability professionals, and a roadmap to a successful and smoother sustainability project.

By the end of the session, you will:

- Be familiar with the main factors influencing the success of a sustainability project process

- Learn the importance of collaboration as one of the determining success factors in any sustainability project

- Have acquired a few tips and tricks to make the sustainability project smoother and easier to manage.

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# Deal with change effectively

Change can be daunting, but it also presents huge opportunities for personal and professional development. Identifying the opportunities, challenging your assumptions and planning your development can enable you to adapt and thrive in any situation, no matter how volatile. The same goes for when you need to communicate changes to others. Successfully adapting to change is an active process: building belief, building resources and building a change strategy.

This is CPD-certified, two-hour self-paced online masterclass, with videos, exercises, reflection points and further resources for you to apply your learning into your day-to-day job.

In this session we will explore and discover strategies that will enable you to:

- Understand your and others' typical reactions to change
- Learn how to challenge assumptions and identify opportunities to develop
- Develop the skills to build change readiness
- Create a compelling change story
- Create a development strategy for change and identify the key resources needed to achieve it.



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# Manage difficult conversations

We are all been in a challenging conversation, where you have to manage emotions and information in a sensitive way in order to tackle personal clashes, deal with poor performance or conduct, investigate complaints, have to calm someone down or reassure them.

This is CPD-certified, two-hour self-paced online masterclass, with videos, exercises, reflection points and further resources for you to apply your learning into your day-to-day job.

By the end of this session you will:

- Recognise the barriers that make conversations become challenging

- Understand the behavioural responses of you and others in challenging conversations

- Discover models and best practice to use for preparing, initiating and delivering the conversation

- Feel motivated and confident to deal more effectively with challenging conversations.



# What people say



**What a great opportunity to spend some professional “me time” with other people who also struggle and thrive in sustainability!**

*ANDROMAQUE SIMON*

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**I left the course well armed for future conversations on the business case for sustainability**

*PHILIPPA BIRCH-WOOD*



# CONTACT US

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