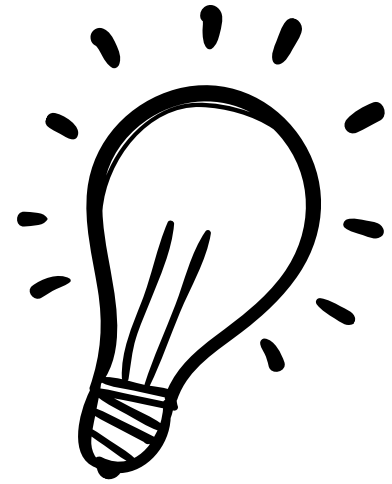


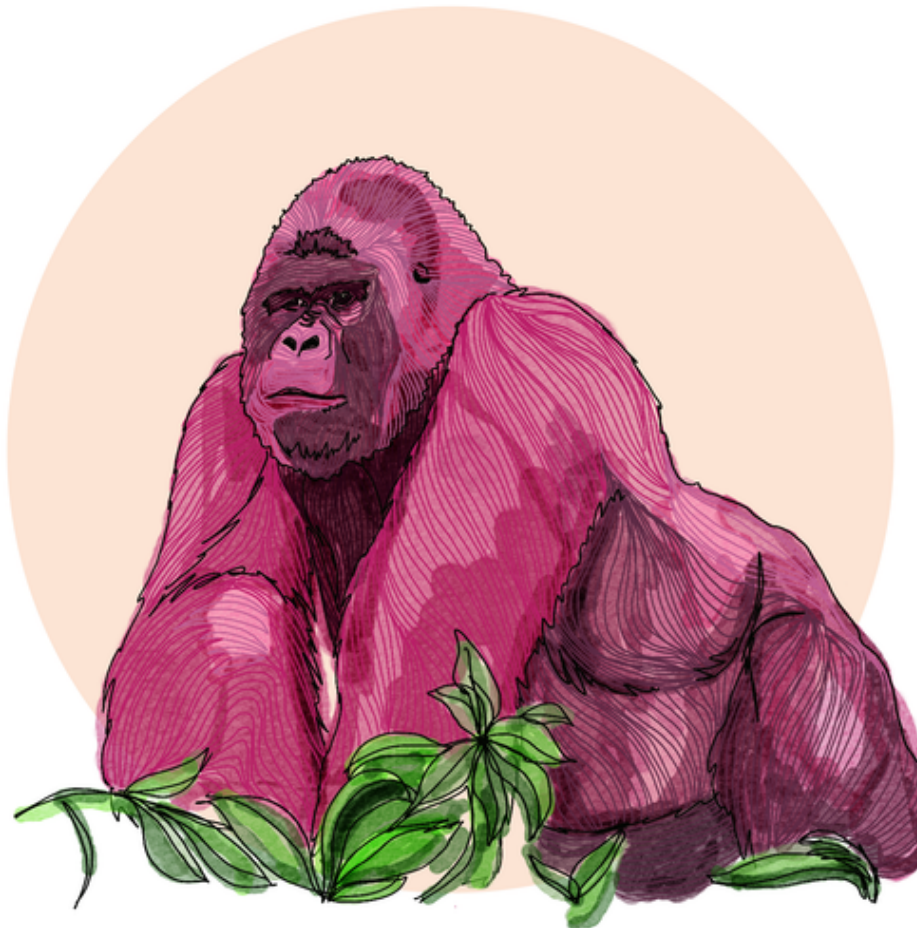


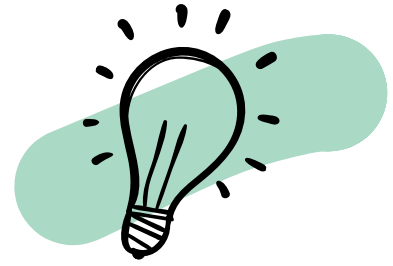
Getting the Green Light Scorecard



Are you a sustainability leader stuck pushing sustainability uphill?

Answer a few quick questions to find out why and what to do about it —————→





What's stopping your sustainability initiatives from getting the green light?

Take the five-minute **Green Light Scorecard** to uncover **what's slowing your progress** and the three areas to focus on next so you can **build buy-in, strengthen your influence**, and move sustainability forward **without burning out**.

You'll score yourself 1, 3 or 5 points, according to which statement resonates the most in each question, then sum your points up at the end.

Ready?

Let's start!





Influence & Persuasion



Your ability to understand how different stakeholders think and decide and get them on board with sustainability.

1 When you pitch a sustainability initiative to senior leadership, how confident are you in your ability to secure their buy-in?

1

Not confident at all

3

5

Completely confident

2 How effective are you at tailoring your sustainability message for different audiences: from finance teams to operational staff?

1

I struggle to tailor my message

3

5

I tailor my message effortlessly

3 When you face pushback on a sustainability proposal, how well do you hold your ground without losing the room?

1

I immediately back down

3

5

I always win their attention back

4 When you present or speak to an audience, how confident do you feel in your ability to read any room and adapt your message on the fly?

1

Not confident at all

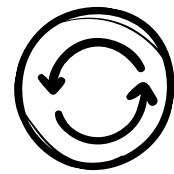
3

5

Completely confident



total



Resilience & Optimism

Your capacity to keep going when the going gets tough and lead through resistance.

5 When sustainability budgets get cut or deprioritised, how quickly do you bounce back and find another way forward?

1

I feel stuck and deflated

3

5

I quickly pivot and move on

6 In the current volatile market, how well are you maintaining your energy and motivation for the sustainability agenda?

1

I'm running on empty

3

5

I'm full of energy and drive

7 When external events (e.g. economic pressures) threaten your sustainability goals, how optimistic do you remain about long-term progress?

1

Very pessimistic

3

5

Deeply optimistic

8 As the climate crisis visibly ramps up, how do you feel about keeping your optimism up for yourself and others?

1

Not confident at all

3

5

Completely confident

total





Finding your Tribe

Your support network and community in the sustainability space, because change is difficult to lead alone.



9

How connected do you feel to a community of peers who truly understand the challenges of leading change in sustainability?

1

I feel completely alone in this

3

5

I'm surrounded by my people

10

Within your organisation, how supported do you feel in your role as a sustainability advocate?

1

I'm fighting this solo

3

5

I have strong internal allies

11

How often do you get to share wins, vent frustrations, and exchange ideas with like-minded sustainability leaders?

1

Rarely or never

3

5

All the time

12

How often do you feel others around you share your commitment to a sustainable future?

1

Rarely or never

3

5

All the time

total



Your scores

Influence & Persuasion: /20

Influence & Persuasion

If you scored:

4–8 | You are finding your voice

Getting others on board feels like the hardest part of the job, but that's no reflection on your strong sustainability expertise.

When the message doesn't connect with the people who make the decisions, good initiatives can stall.

The good news is, influence is a learnable skill, not a personality trait.

Action: Start with one stakeholder: the person whose support would unlock the most. Before you pitch again, get clear on what matters to them and what might make them hesitate.

10–14 | You are building momentum

You can make a compelling case, and sometimes it lands beautifully.

In your case, the gap is consistency: you can be strong with audiences who already speak your language, less sure-footed with those who don't.

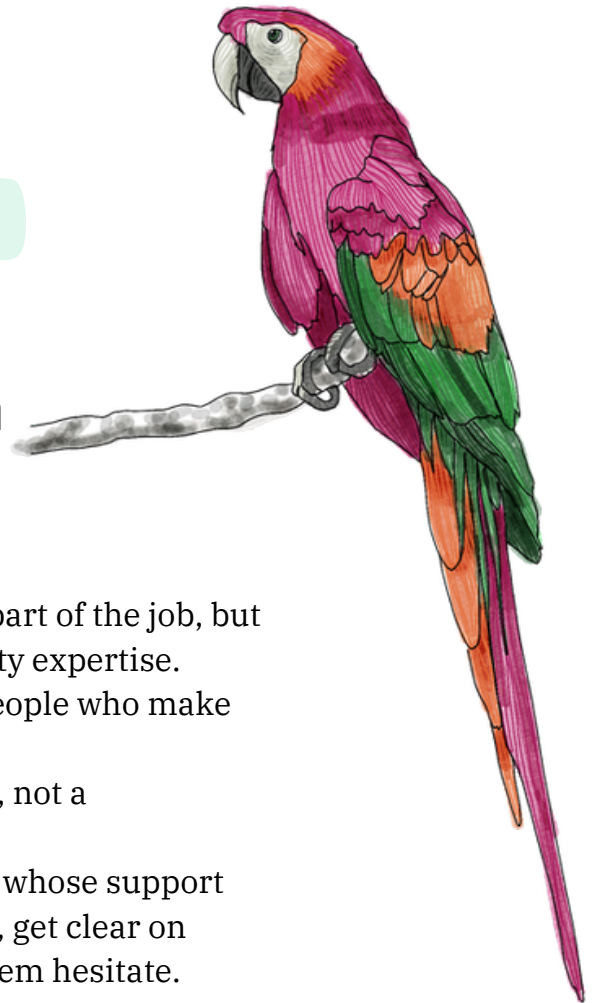
Action: Thankfully, that's a matter of translation, not technical expertise.

Build a habit of researching your audience before you meet them so that you can flex your language to reflect their needs and wants, rather than yours.

16–20 | You are a strong influencer

You read rooms well, adapt on the fly, and hold your ground without losing people. Influence is a core strength, which means it's probably not where your energy is best spent next.

Action: Look at your other two scores. The issue for people in your position is often carrying the persuasive load alone, which works right up until it doesn't and can easily lead to burnout.





Your scores

Resilience & Optimism: /20



Resilience & Optimism

If you scored:

4–8 | You are running on empty

The setbacks are landing hard, and you're absorbing them with very little left in reserve. This is one of the most common places for sustainability leaders to find themselves, and it says nothing about your commitment; if anything, it's often a sign of caring deeply in a system that keeps moving the goalposts.

Action: The priority here isn't pushing harder, but recovery: protecting your energy deliberately, and separating what's yours to carry and within your control from what isn't.

10–14 | You are holding steady

You recover from knocks, but it's costing you more than it should. You can still find the way forward when a budget disappears or a priority shifts, but it gets exhausting pretty quickly.

Action: This is where small changes can make a big difference: banking small wins so progress stays visible, switching off completely from work on a regular basis, and carving out regular time in activities that feel nourishing.

16–20 | You are built to last

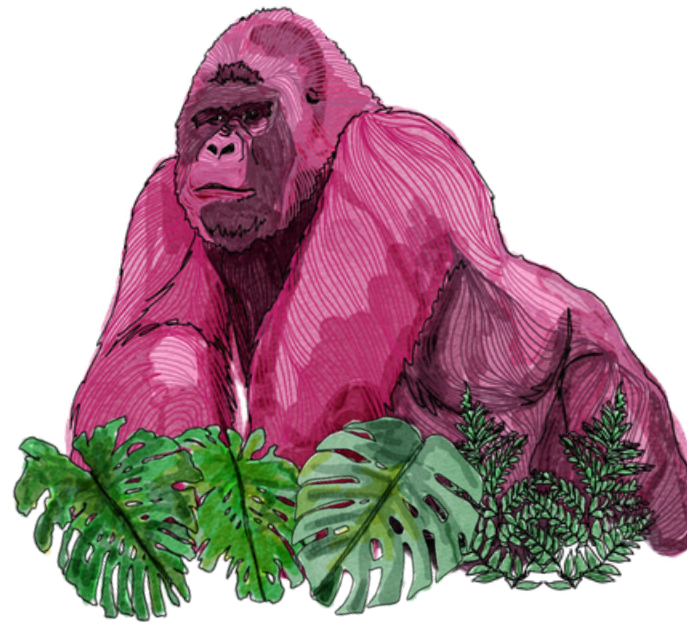
Setbacks don't derail you for long, and you've found a way to stay motivated without denying how hard the work is. That's rare, and it's worth protecting rather than assuming it's permanent.

Action: Two things to watch: your capacity to bounce back from setbacks can become the reason you get handed more work, and if you don't share your optimism that isn't shared with others, you will struggle to support your mission or motivate people around you.



Your scores

Finding your Tribe: /20



Finding your Tribe

If you scored:

4–8 | You are doing it alone

You're carrying this largely by yourself, internally and externally. That isolation is exhausting in a way that's easy to misread as an inability to make an impact, organise your workload or keep your commitments, when it's really a structural gap.

Action: This is the most fixable of the three areas, and often the fastest to shift. Start by seeking out one peer who truly understands the work you do; this can change things dramatically.

10–14 | You rely on scattered connections

You have people (perhaps a few internal allies and contacts) who get it, but the support is ad hoc rather than something you can rely on. It tends to appear when you happen to bump into it rather than when you actually need it.

Action: Your next step is to make connecting with peers more regular and intentional: a standing monthly coffee with a peer outside your organisation, or a catch-up with a small group of like-minded people will do more than a hundred loose contacts on LinkedIn.

16–20 | You are well-rooted

You have real allies to support your sustainability journey. Great news, as this network is likely doing some valuable work in your resilience score too.

Action: The opportunity you have now lies in starting to build momentum with your community and activate it to create tangible change.

Now that you have your scores, ask yourself:

- Which pillar is your strongest?
- Which pillar is the most challenging?
- If two of your scores are close, how do they reinforce each other?

Influence & Persuasion



Resilience & Optimism



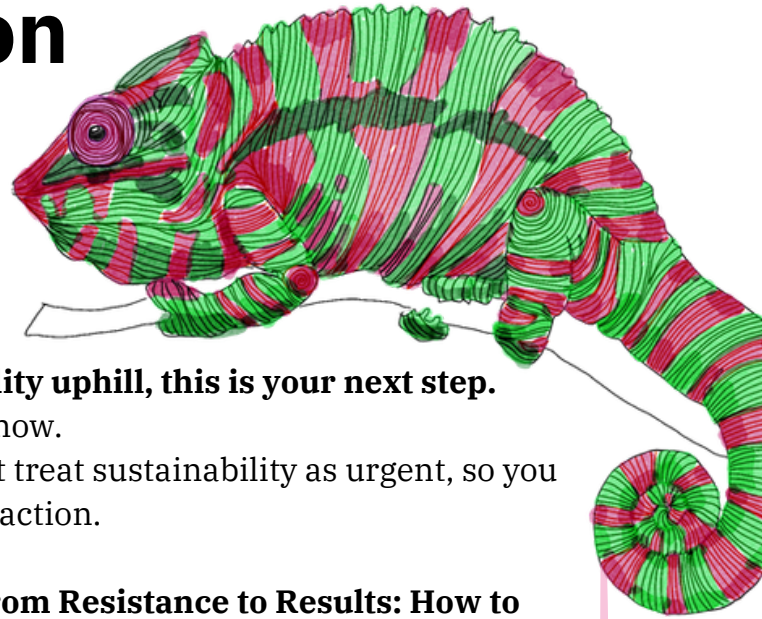
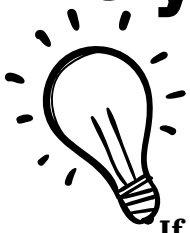
Finding your Tribe



These three pillars don't operate independently. Strong influence is harder when you're exhausted. Resilience is harder when you're leading change alone.

A strong network won't move an initiative forward if you can't engage the decision-makers.

Now, the decision is yours:



If you're tired of pushing sustainability uphill, this is your next step.

You already have the technical know-how.

But execs, clients and colleagues don't treat sustainability as urgent, so you end up repeating yourself with little traction.

In this free 60-minute masterclass, **From Resistance to Results: How to Win Buy-In for Your Sustainability Initiatives**, you'll learn how to spot the real blockers keeping your initiatives stuck, the exact ways to engage decision-makers so they finally say yes, and practical strategies to protect your energy and lead with confidence.

You'll leave with a **clear strategy to influence stakeholders, tools to stay resilient under pressure, and a proven framework to turn resistance into results.**

Join the masterclass



If, however, you are ready to go deeper and take ownership of your sustainability leadership journey, this is your next step.

The **Green Light Programme** is a **sustainability leadership training programme and community** that combines group coaching, engagement labs, a self-paced learning portal and peer support. Built on the YES framework™, it develops the clarity, resilience and engagement skills you need to secure buy-in, influence boards and execs with confidence, embed sustainability into core business strategy, and lead change without sacrificing your well-being.

You'll leave as **the kind of leader decision-makers listen to, trust and say yes to.**



Apply for the Green Light





Let's make sustainability a no-brainer. Together.

Virginia



www.thegreengorilla.co.uk