



# Embedding Sustainability Workshop Overview



In order to get people on board with sustainability, we need to both provide them with the right support, and engage their hearts and minds. Awake has developed a half day workshop for busy sustainability advocates, combining the best of the highly successful **Cultivating Sustainability** and **Building a Culture of Sustainability** workshops.

Since 2007 Awake has delivered these two workshops to hundreds of sustainability promoters across Australia and New Zealand. This new workshop has been designed to take the most valuable tools and skills and present them in a concentrated, value-packed workshop, with an emphasis on practicality and interaction.

## The Facilitator

Tim Cotter is a psychologist who specialises in the psychology of sustainability. Since 2005, Tim has trained hundreds of sustainability professionals to be more effective at engaging people in sustainability. His consultancy, Awake works with leading organisations around the world to support them in their efforts to embed sustainability more deeply in their culture.



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### Topics covered include:

- The enablers of a culture of sustainability and how to develop them
- Skills for identifying where people are at and what they need to get into action
- Behaviour change and engagement techniques, such as using values, social norms and habit change
- Tools to support your sustainability leadership

### Who is this workshop for?

This workshop most benefits those who...

- have the job of driving sustainability initiatives in your organisation or community
- are finding it difficult to get people on board with sustainability
- are working with groups on sustainability projects and wish to further develop your ability to support change
- wish to understand the psychology of change and how to apply it

### Attendees will walk away with...

- A model of the enablers of sustainability in organisations and communities, and the ability to identify and act on the ones which will give you the best return on your effort and investment
- The ability to identify where individuals and groups are placed on sustainability issues so that you can focus your change efforts and give them what they really need to get into action
- Knowledge and skills for engaging and influencing people, drawing on the psychological drivers of sustainable behaviour
- A clear action plan for building a culture of sustainability in your organisation or community

The emphasis is on providing practical advice, examples and applying the tools to challenges you are currently facing.

"Real tools provided to influence change"

"Great insight in to where to next and taking next steps"

"Valuable workshop for those working to effect change who are stuck, lacking focus or facing obstacles"