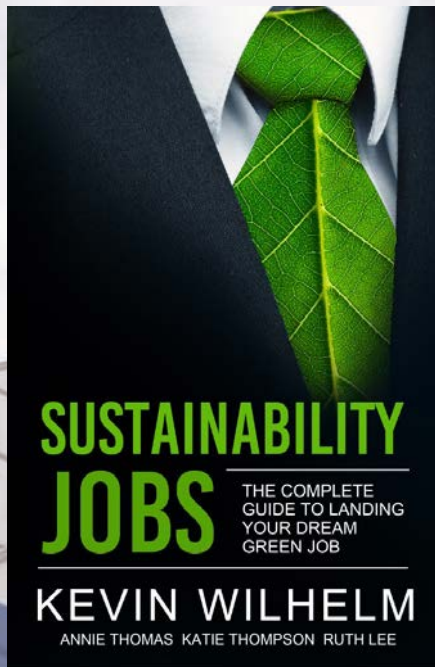


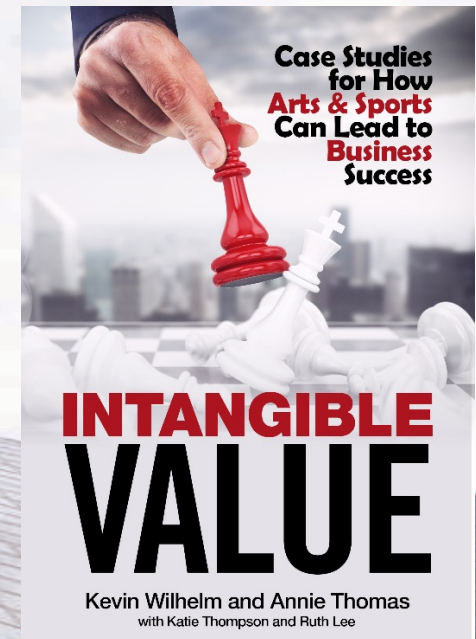
Advancing Your Career in Sustainability:

*Where to Start, Who to Know
& How to Get There*



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Overview

1. Industry Job Trends
2. Creating a Job Search Plan
3. Gaining Experience
4. Crafting a Strong Elevator Pitch
5. Networking 101
6. Touch on Resumes
7. Q&A

Trends

SBC Observations

←—————→

Just Making the Business Case	Carbon Footprinting & Assessments	CSR Reporting & GRI	Strategy, Implementation, A-Z Solutions	Resiliency & Social Justice/Engagement
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Where Is Sustainability Going?

- Globalization & Dev
- Diversity & Harassment
- Impact Investing
- Regenerative Business Practices
- Brand Activism
- Disaster Recovery v. Mitigation

Higher Education

- Influx of Degrees, but no baseline for sustainability education
- Industry changes so fast, curriculum is always behind
- Incubators for creativity and innovation

Questions to Get You Started

Ideal Position

1. Describe the job you want. Not the work, but the environment.
2. What do you want to do on a day to day basis?
3. What do you NOT Want? (Both the environment and content)
4. In what industry?
5. What types of companies are you looking at?
6. Have you seen any jobs like what you want posted? If so, where?
7. If not, how could you create this job?
8. What type of compensation and benefits are you looking for?

Local Companies & B Corps

- REI
- Alaska Airlines
- Microsoft
- Klean Kanteen
- Sellen Construction
- Beneficial State Bank
- Grand Central Bakery
- Seattle Children's
- Adidas
- Intel
- Pacific Market International (PMI)
- NRG Insurance
- Pyramid Communications
- Moon Valley Organics
- Virginia Mason

How to Narrow your Job Search

Typically there are **two ways** to job search:

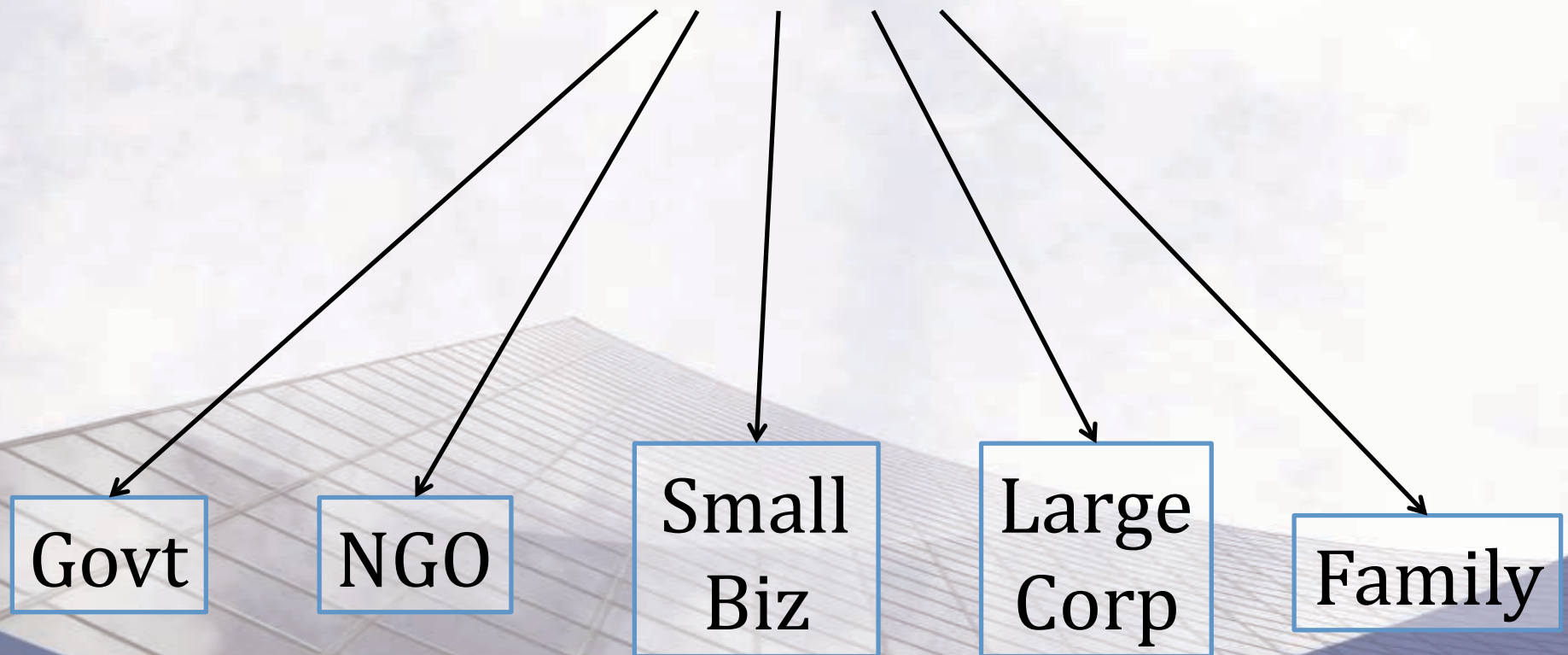
#1. Gunshot: apply for all potential jobs that you could do or are interested in

#2. Rifle: try to find the right job and organization for you

This involves “diverging” and “converging.” In order to converge on the exact job for you, first you have to diverge and consider all the possibilities.

Gunshot Approach

RESUME



Rifle Approach: Clean Tech Example

If you say:

“I want a job in Clean Technology, something exciting that helps solve climate change.”

THEN, make a list:

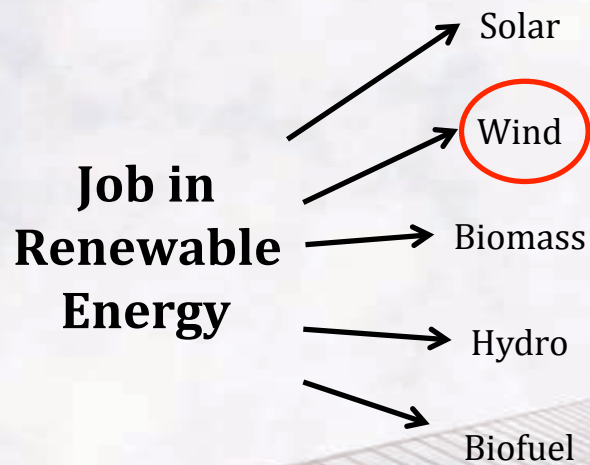
Clean Tech

- Solar
- Wind
- Micro-Hydro
- Biomass
- Biofuels
- Tidal
- Co-Generation
- Methane Recapture
- Other

Then you decide: *“I really want to work on Wind”*

Rifle Approach: Clean Tech Example

1. Industry



2. Company Type



So you want to work in the **Wind** industry for a **Consulting** company...

Education & Training

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Grad School – allows for exploring, credentials, some positions require an MBA

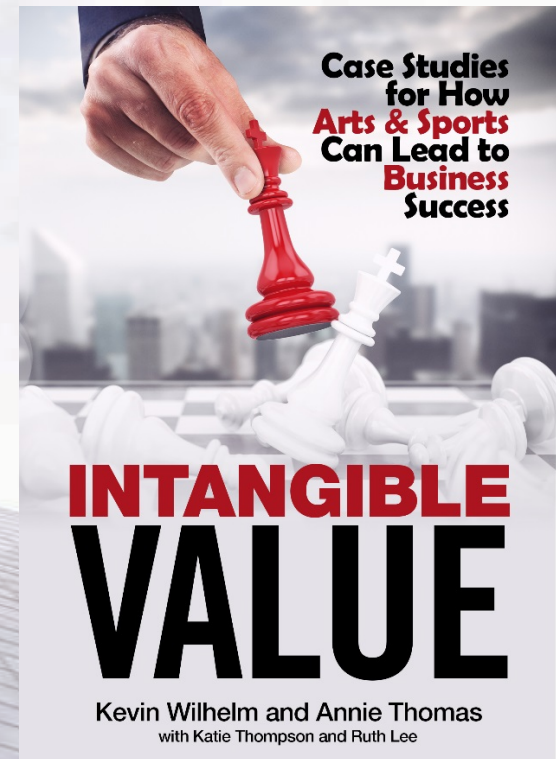
Technical schools – accessible, specific training (easier job search)

Certifications – faster, focused & practical

Online – skill-sharing websites, i.e. ISSP Webinars, Coursera, Kahn Academy, “for dummies”

How To Talk About Experience Outside of School

- Sports
- Extra-Curriculars
- Clubs
- Volunteer Experiences
- Tutoring/Mentoring
- Class Projects
- Other



Exploring Opportunities to Gain Experience

- If you want/need additional experience to better qualify you for your *dream job...*
 - In your classes (work with profs)
 - On campus - work with the Office of Sustainability
 - Join the green team at your job (or create one!)
 - Incorporate sustainability into a part time job
 - Volunteer with a non-profit or board
 - Pursue certifications and online trainings (e.g. LEED, ISSP)

Sustainability “Tracks”

Example Tracks:

- Urban Planning and Land Use
- Global Development
- Eco-Justice: Equitable Solutions
- Agriculture & Food Systems
- Ecosystem Sustainability
- Eco-Tourism
- Policy, Governance & Law
- Auditing, Assessments & Reporting
- Green Building & Architecture
- Business & Enterprise
- Energy, Materials & Technology

Elevator Pitch Practice

10 mins

1. Develop a draft of your elevator pitch
2. **In 5 mins**, we'll get up and practice it!
3. Then we'll share what surprised us

Advanced Networking

When at a networking event...

- Scan the nametags and pick 3-4 people to meet
- Seek to understand, then to be understood
- Ask questions to open up the conversation
 - Where are you from?
 - What are you busy with?
 - What do you do in your job?
 - Have you done “x” for sustainability? Earth day?
 - What are you doing about climate change?
- Listen intently
- When time is right, ask to discuss more over coffee

Networking Reminders

*Remember...You are **building a relationship***

(They are people too. Nobody likes to be sold. Be authentic, inquisitive.)

- Start off with a friendly introduction
- Be professional, confident and authentic
- Ask about their lives – where are they from vs. what they do
- Know appropriate conversation topics
- Have your elevator pitch – why are you talking to them
- Respect the person's time. You should buy the coffee
- Ask what you can do to help them? Be prepared to carry it out
- Never assume you are not interviewing

Where to Network?

In Person:

- ISSP
- Net Impact & Pro
- B Local
- Greendrinks
- PDX Green Women
- SEA Eco-Women
- NWAEP (*PDX, SEA*)
- Sustainable Seattle

Online Groups:

- LinkedIn Sustainability Professionals & Others
- Global Reporting Initiative
- GreenBiz.com
- Sustainable Brands
- Bwork.com



Exercise: Identifying Your Networks

10 mins

Keys to a Good Resume

Remember... ***The top 1/3*** is most important!

- Highlight experiences that relate to top statement
- 3-4 bullets for each job experience description
- Use concise and measurable achievements
 - *E.g. Helped company save “x” amount of dollars in operations*

Profile statement tailored to job description

Concise and measurable bullet points

Relevant community involvement

"Name", "Title"

PROFILE

"Name", Title

"Name" is the "Title" of "Company X" and is one of the world's pre-eminent business consultants in the field of sustainability and climate change.

"Name" brings over 19 years of experience working with 85+ businesses ranging across 21 different industries from Fortune 500 multinationals to medium size businesses. Some of his firm's clients include "companies X Y and Z". His firm specializes in helping companies realize business value through the integration of sustainability into everything they do.

He is the author of two acclaimed books in this field including: "Name of Books"

Key Strengths

- Sustainability & Business Strategy
- Sustainability Assessments
- Corporate Reporting and CSR
- Climate Change and GHG Footprinting
- Sustainability Implementation Expertise
- Professional Facilitation

PROFESSIONAL EXPERIENCE

██████████ CONSULTING ██████████2004 - Present

CEO

- Delivered executive-level sustainable business consulting to over 85 organizations by providing strategic, financial, and assessment expertise around sustainability.
- Led over 30 businesses successfully through the Greenhouse Gas Reporting process and have helped 7 companies produce Corporate Social Responsibility Reports.
- Led the City of ██████████ strategic planning process on clean technology development and wrote the business plan for the ██████████ Climate Partnership - a first in the country public-private partnership to help companies reduce their Greenhouse Gases by finding practical cost-saving solutions.
- Consulted with over 30 organizations to incorporate sustainability into their vision, goals, and strategy.

██████████ CONSULTING ██████████2001 - 2004

Founder & CEO

- Performed total company restructuring to help an eco-tourism firm turn a 2002 loss into a 2003 profit. Shifted company focus from market share to profitability and worked with owners to develop HR package to increase employee satisfaction & retention
- Worked with Life Science Consulting firm to develop a market penetration strategy for a \$500 million Life Sciences company. Helped create a web based incubator between four major Michigan Universities and private sector service providers. Co-created the MI Life Science Index

██████████ COFFEE COMPANY ██████████1999

Stock Coordinator

- Administered employee stock investment and executive stock option plans

CIVIC LEADERSHIP & COMMUNITY INVOLVEMENT

BOARD OF DIRECTORS EXPERIENCE/CIVIC LEADERSHIP

- **Board Member:** Life Sciences Sustainability Council - ██████████ 2014 - Present
- **Faculty:** ██████████ Graduate Institute - ██████████ 2009 - Present
- **Advisor:** "Go Green ██████████" - ██████████ 2010 - Present
- **Chair:** ██████████ Chamber of Commerce - Sustainability/Clean Energy Cmte 2005 - 2011
- **Board Member:** ██████████ Business Alliance - ██████████ 2010 - 2011

Awards

- **Business Achievement Awards.** Environmental Business Journal - Bronze Medal 2009
- **"Best Small Business to Work For"** - Seattle, Homestreet Bank Spotlight Awards 2008

Not tailored to job description; no skills listed

Concise but no measurable or outcome related statements

██████████
 ██████████@gmail.com ██████████
 ██████████

Objective
 Entry level consulting or project position where I can utilize my Sustainability education to help companies become more sustainable and efficient

Education
 Bachelor of Science in Sustainability 2013 - Energy Materials Technology Track
 Cumulative GPA: 3.37 ██████████ University, Studies Include:

- Business and Sustainability
- Sustainability and Enterprise
- Policy and Governance in Sustainable Systems
- Economics of Sustainability
- Renewable Energy Technologies
- Sustainable Cities
- Urban Planning
- International Development and Sustainability

Experience

- Green Ambassador for Green Monster USA
 - Provided home energy consulting to promote tax incentives and energy efficiency
 - Direct Customer Interface on Sustainability Programs
 - Strengthened sales and marketing skills, customer interface, increased knowledge of tax advantages and residential energy solutions
- Senior Capstone with ██████████ ex-president from ██████████
 - 50 year future energy projection final project
 - Developed a plan and presented strategic energy implementation solutions including all energy sources, maximizing efficiency, expanding current infrastructure, while maintaining financial feasibility.
- Sustainable Cities Project
 - Analyzed and designed sustainable components for an apartment building
 - Conducted a cost/benefit analysis to maximize solar system efficiency of the property
- Engineers Without Borders Project: ██████████
 - Worked in a team of engineering students to identify problems with a dual axis solar tracking system, and proposed a solution for the property
 - Interfaced with two senior engineers who aided us in assessing the inverter, regulator, and batteries.
- Sustainability Internship: Professor's Assistant
 - Exposure to policy development in business
 - Organized and attended a stakeholder meeting discussing PACE(Property Assessed Clean Energy) Programs in ██████████
- ██████████ Restaurant, Pantry and Oven Cook

Move to bottom

List skills instead of related coursework

What Not To Put On Your Resume

*Remember, keep it **appropriate**...*

COMPUTER SKILLS

- Microsoft Office (Word, Excel, Powerpoint) Also have used MATLAB

INTERESTS

- Tennis, Skiing, Cheap Beer, Brewing Beer, Cute Girls, Traveling, D&D, Chopping Wood, Hiking, Swimming

Specific Skills in Sustainability

Hard Skills:

- Carbon footprinting
- Vision and goal setting
- Operational efficiencies
- Policy development
- Marketing
- Internal/external reporting
- Greenhouse gas accounting

Soft Skills:

- Making the business case
- Data visualization
- Change management
- Engagement & communication
- Facilitation
- Listening/speaking to understand the other side
- Networking

Q&A

and Job Search Sites:

- www.greenbiz.com
- <https://www.bwork.com/>
- <http://www.sustainablebusiness.com/greendreamjobs/jobs/>
- <https://www.bsr.org/en/careers/job-openings>
- www.ecoemploy.com
- www.ecojobs.com
- <https://environmentalcareer.com/>
- www.greenempowerment.org
- <https://www.environmental-expert.com/companies>
- <https://www.nature.org/about-us/careers/index.htm?intc=nature.fnav.about>
- <http://www.jobmonkey.com/lp/all/>