



Creating Employee Champions: How to drive business success through sustainability engagement training (D?Shorts)

Joanna M. Sullivan

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Disengaged employees cost companies billions in lost productivity and high turnover rates. Integrating sustainability into the soul of your business can unleash an 'upward spiral' of engagement, and turn your employees into sustainability champions. Making business sustainability part of the job description drives employees towards collaboration, community and commitment. It transforms employees into authentic brand ambassadors and companies into movements. In addition, companies that embed sustainability are better positioned to anticipate and adapt to changing market conditions. Creating Employee Champions offers a three-step method for sustainability engagement training, and a paradigm shift in employee engagement and business sustainability. Use it to transplant NGO DNA into business DNA, so you can inspire hearts and minds, engage employees, foster dynamic commitment to meet sustainability goals and equip employees to engage with external stakeholders.

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