

ATKISSON

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Practical Tools for Mainstreaming CSR & Sustainability

Announcing a 3-day AtKisson *ISIS Accelerator Intensive*

13 – 15 May 2009 / Bangkok, Thailand

This is your invitation to an Advanced Training Seminar on the AtKisson *ISIS ACCELERATOR*, one of the world's most effective, comprehensive toolkits for doing Strategic Sustainable Development.

WORKSHOP OVERVIEW

Both CSR and Sustainability are coming of age. Long-term success increasingly depends on more than just financial values and bottom lines. Now companies, organisations, education institutions and local governments need to understand and plan for a 360 degree array of interconnected factors in order to sustain themselves and their communities. But integrating sustainability and corporate social responsibility (CSR) into decision-making and real action is fairly new ground for most, and quite challenging to actually do well.

If you are serious about long-term business sustainability and CSR, about assessment and planning for your organisation or community's long term sustainability, or about working to promote change toward sustainability in any sector, then please join us for this Intensive Training Seminar on the use of the AtKisson Accelerator, one of the world's most effective and comprehensive toolkits for planning towards strategic sustainable development.

This **3-day AtKisson *ISIS Accelerator Intensive*** has been designed based on the practical question "How do you mainstream and implement a successful CSR/Sustainability programme?" In the three days you will be presented with a set of highly effective and proven practical tools and strategies for mainstreaming sustainability practice, whether you are a company, an NGO, an education institution, municipality or small local government.

WHAT YOU WILL EXPERIENCE

Over **three full days**, you will receive a high-intensity, hands-on introduction to the *ISIS ACCELERATOR* tools, both theory and practice. We will introduce you to key concepts, using a fun and interactive approach, engage you in interactive simulations, and guide you through structured, collaborative thinking processes. We will walk you through the best case studies from our global practice — failures as well as successes. (Fortunately, the successes far outnumber the failures ... but one *learns* from failure.)

USE OF THE ATKISSON 'ISIS ACCELERATOR' AFTER THE TRAINING

The AtKisson Group's *ISIS ACCELERATOR Toolkit* is protected by international copyright and IS available for purchase in the form of a license (much like software is purchased). Attendees of this training will receive an individual license for the use of the ACCELERATOR. Organizations sending two or more attendees will be eligible for a discount on an organizational license. Those wishing to purchase a full use license will receive additional material, communications and network support to be elaborated on at the workshop.

WORKSHOP PARTNERS



TOPICS COVERED IN THIS INTENSIVE:

The following topics will be covered in this seminar:

- Defining sustainability in clear, operational terms for multiple audiences
- Accelerating sustainable development using the ISIS Method
- Supporting the business case for sustainability
- Effective stakeholder engagement
- Building consensus, trust, and understanding, across multiple sectors, disciplines, and departments
- Meeting the special challenge of sustainability learning in various sectors, from corporate training to school teachers and administrators
- Creating a manageable and integrated indicator assessment framework to guide management
- Strategic decision-making and planning
- Using systems thinking to find effective "leverage points" for systematic change
- Using innovation to speed up the adoption of new ideas, and reduce resistance to change
- Effectively "raising the bar" to put sustainability into practice
- Becoming an effective change agent — and how to motivate others to be change agents, too

ABOUT ISIS ACCELERATOR

The **ISIS ACCELERATOR** is a set of tools to support training, planning, assessment and decision-making for sustainable development in business, government, communities, schools and small organisations. It has been proven highly adaptable to *many* different cultures and types of organization, ranging from companies in Indonesia, Japan, Europe, and the United States ... to schools and universities in Malaysia, Australia, Thailand and the UK ... to small government agencies and cities in Sweden, Latvia, and Singapore. The tools in **ACCELERATOR** can be integrated with existing sustainability programs and approaches such as GRI or Balanced Scorecard, or it can serve as a stand-alone framework. The **ACCELERATOR** is comprised of:

- **Compass** is our tool set for developing sustainability indicators, performing sustainability assessments, and framing and describing sustainability for multi-stakeholder groups. Compass tools have been used by large and small companies, regional planning groups, communities and investors.
- **Pyramid** is a sustainable development planning process and training program. It guides groups through a sequential and systematic thinking, discussion, and decision process, based on the ISIS Method and building toward consensus on new, top-priority actions and initiatives to advance sustainability in concrete terms. Pyramid has been used by national planning agencies, UN training programs, cities, and regional economic development programs, among many others.
- **Amoeba** is a training and decision-support tool for strategic change agency. Based on a combination of innovation theory and practical experience, Amoeba helps people increase the "adoptability" of new ideas, speed their spread, and reduce obstacles to change. Amoeba has been used by hundreds of groups and organizations around the world.
- **StrateSphere** is a complete strategic analysis and planning package that helps you clarify your Theory of Change, find a strategic niche, frame clear goals and objectives, and assess for both the quality of your strategy and the capacity of the implementing group or organization. It facilitates the development of a comprehensive, "360-degree view" of your strategic terrain.



To download an informational brochure for prospective ISIS ACCELERATOR users and Licensees, please see our website at www.atkisson.com.

ABOUT ATKISSON GROUP

The AtKisson Group is a global network of professional consultants, trainers, facilitators, researchers, writers and designers, dedicated to advancing sustainable development. Founded in 1992, the Group consists of two companies, AtKisson Inc. (USA) and AtKisson Europe AB (Sweden), together with a network of affiliated organizations and independent associates in Japan, Thailand, Indonesia, Australia, the UK, the US, Germany, the Netherlands, and other locations

WORKSHOP INSTRUCTORS



Robert Steele is founder/director of *Sustainability Asia*, a regional Sustainability Consulting and Training firm based in Bangkok, Thailand. Robert is one of the AtKisson Group's most experienced Senior Associates, having conducted over 30 workshops and consultations using the Accelerator tools throughout Asia. His expertise lies in the fields of education for sustainable development, systems thinking, organizational sustainability assessment and strategic planning. He consults to UNEP, UNESCO, ASEAN and several regional governments, NGOs, and private sector clients and has authored and contributed to several key regional and international publications and papers.



Alex Mavro manages Social Impact Ventures Asia, a consulting business he founded in Bangkok, whose goal is to help companies respond to the demands of a wider constituency than has been customary, or even practical, in the past – i.e. to meet the company's business *and* responsibility objectives. He is a regular writer and speaker on the subject of social responsibility, sustainability, and the Sufficiency Economy. Alex is also the Chair, CSR Committee at American Chamber of Commerce in Thailand and Co-Chair at Net Impact Bangkok Professional Chapter.

Workshop Venue

Four Wings Hotel
40 Sukhumvit Road Soi 26
Klong Toey, 10110 Bangkok
Phone: +66 (02) 260-2100 Fax: +66 (02) 260-2343

For reservations, please make your bookings directly with the hotel. To enjoy special room rates, please quote "AtKisson's Intensive Training Workshop". Hotel bills are to be settled by participants directly with the hotel. Hotel reservations and travel arrangements are the responsibility of the registrant. Please note that rooms are available at first come first serve basis.

Workshop Fee

Government / Public Sector/ International Agencies

Early Bird – 14,500 Thai baht (pay before 30 April)
Normal – 16,000 Thai baht (after 30 April)

Corporate / Business / Financial Sector

Early Bird – 16,500 Thai baht (pay before 30 April)
Normal – 18,500 Thai baht (after 30 March)

Educational Institutions, NGOs, Civil Society / Voluntary Initiatives

Early Bird – 12,500 Thai baht (pay before 30 April)
Normal – 14,000 Thai baht (after 30 April)

Bring two or more people from same organization and get a 10% discount for each person.

Registration

To register, please visit our dedicated online registration center at the website below, or use the form attached to email or fax your registration. Payment of your registration fee confirms your space in any ISIS Academy intensive training seminar.

Online registration at: http://www.regonline.com/atkisson_bangkok_may2009
Email registration at: nonglala@gmail.com Fax: +66 (02) 513-5064

Workshop Course Outline

DAY ONE

The Business Case for Practical Sustainability Tools

In this session we will explore the business case for doing sustainable development using several examples to highlight the benefits vs. costs and risks / opportunities of business engaging in sustainable development through corporate social responsibility (CSR) and eco-efficiency.

Introduction to the AtKisson *ISIS Method* and *ISIS Accelerator Toolkit*

This will be a short session to introduce the entire AtKisson Accelerator toolkit, a powerful and effective suite of tools to support training, planning, assessment, decision-making and communication for sustainable development

BUILDING THE PYRAMID

Preparing the Ground Part 2: Defining Sustainability

First we will discuss the importance of engaging internal and external stakeholders and the need to identify shared values, principles and to create a “shared vision” of CSR and/or sustainability for the organisation, community or business. Afterwards, we will use the Compass to develop a “shared vision” of CSR/Sustainability programme for the workshop scenario before embarking on building a Sustainability programme. These Visions will frame the development of Long-term Goals for each of the four Compass sectors; Nature, Society, Economy & Wellbeing.

Pyramid Level 1: Indicators - Building an Integrated Indicator Framework

In this session we will discuss in depth the art of selecting the ‘right’ sustainability indicators for a company, school, community or municipality. Participants will then get hands-on practice working in stakeholder teams to identify and select their own system status indicators and then evaluate them using AtKisson’s sustainability evaluation criteria matrix tool to test how good they are. We will also practice with how to develop a sustainability index by creating a sustainability scale from 0 – 100 for each indicator to allow for assessing the relative situation when compared to all other indicators.

DAY TWO

Pyramid Level 2: Systems - Understanding Why Things are Happening

In this session we will learn about systems thinking and how to effectively use indicators in a systems approach to understanding the chains of cause and effect and to identify where positive self-sustaining change can be made. The result will help guide the identification of new ideas or initiatives for doing CSR and environmental sustainability.

Pyramid Level 3: Innovation – Ideas to Change the System

In the Innovation level, we will then prime the pump’ so to speak with an inspiration presentation showing what leading companies are doing that is “innovative” and creating new opportunities for market share and profit (i.e. turning sustainability into opportunity) and how schools and communities are creating cutting edge sustainability initiatives to make whole system change. We will then set the group loose to brainstorm their own ‘new ideas’ that could be introduced in their system (at the leverage points) to create the type of long-term change they wish to make.

AMOEBIA: Diffusion of Innovations and Cultural Change

Participants will be introduced to training and decision-support tool for strategic change agency. Based on a combination of innovation theory and practical experience, Amoeba helps people increase the “adoptability” of new ideas, speed their spread, and reduce obstacles to change. Amoeba is fifteen years old and has been used by hundreds of groups and organizations around the world.

DAY THREE

Pyramid Level 4 – Strategies – From idea to Reality

Strategy is planning for the successful implementation of an envisioned change. Using the *AtKisson Accelerator*, doing strategy involves consideration of all the factors likely to help or hinder the acceptance of change. In this session participants develop simple strategies for moving selected initiatives along and making sure that they turn into reality.

Pyramid Level 5 - Capstone Agreement

In this final level of the Pyramid, each Compass Sector Group will formulate a final Capstone Statement of how they will take what they learned from this workshop and apply it back in the real world of their own organisations. The ritual of Capping the Pyramid will be the final piece of the workshop and to celebrate the process.

STRATESPHERE and Other Tools

StrateSphere is a set of tools methodologies that we combine into one, "360-degree" picture of what's happening strategically in an initiative (hence the "sphere" metaphor). Its purpose is to help you ground your strategic planning and implementation work in an empirically based, continuous learning cycle. In this session, we will explore the various tools and their uses that make up the StateSphere suite as well as have some time to play with our Organisation CSR Assessment tool for evaluating the level of implementation of an organisation from a holistic (Compass) perspective.

Presentation of Short Case Studies

The next to last session we will present some case studies show how the AtKisson tools are being applied both in companies, schools and with municipalities and governments.

Open Dialogue on the AtKisson Accelerator Tools and Uses

This session will be conducted as a "dialogue" with participants encourages bringing up topics for discussion by the entire group.

REGISTRATION

Please use the registration form on the following page only if you are unable to register via our secure website. You may send the registration to us by fax or scan it and send it via email.

This is an international workshop, and space is limited; please register early.

Registration deadline: 11 May 2009. If you have additional questions, please contact Ms. Watkana Thongrueng, Workshop Coordinator at:

Email: nonglala@gmail.com

Tel: +66 (02) 513-5064

Fax: +66 (02) 513-5064

CURRENT AND PREVIOUS ATKISSON CLIENTS INCLUDE:

United Nations Environment Program - Asia & Pacific, Bangkok, Thailand • Angels with Attitude Venture Investment Fund, USA • Sustainable Pittsburgh, USA • Sustainable Seattle, USA • [Fortune 500 Company], Brussels • The Earth Charter Initiative • Randwick City Council, Sydney, Australia • Strategic Environmental Research and Development Program (SERDP), US Department of Defense • Baltic 21 • Asian Productivity Organization • Government of Latvia • Toyota Japan • WWF International • State of South Australia / Capital City Commission, Adelaide, Australia • Singapore National Environment Agency • Singapore Environment Institute • State of Victoria / Department of Sustainability and Environment, Australia • Stockholm County, Sweden • Triple Logic Business Incubator, Stockholm, Sweden • State of Washington, USA • U.S. Army • City of Brisbane / Brisbane City Council, Queensland, Australia • Greater New Orleans, Inc., Louisiana, USA • State of Queensland EPA, Australia • Nike, Inc. • Summit Foundation, USA • Sustainable Penang, Malaysia • Thailand Department of Environmental Quality Promotion • The Heinz Endowments, Pittsburgh, Pennsylvania, USA • New Jersey Future, USA • AT&T • Sustainable Seattle, USA



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Workshop Registration – Bangkok Intensive, 13 - 15 May 2009

Personal Information

Name _____
Title _____
Organisation _____
Mail Address _____
Country _____
Office phone _____ Mobile phone _____
Fax _____
Email _____

Select Your Workshop Registration Fee (NOTE: Accommodation costs not included)

- Educational institutions, NGOs, Civil Society / Voluntary initiatives**
Early Bird registration 12,500 Thai baht if you pay before 30 April and 14,500 Thai baht after 30 April
- Government / Public Sector / International organisations and agencies**
Early Bird registration 14,500 Thai baht if you pay before 30 April and 16,500 Thai baht after 30 March
- Corporate / Business / Financial sector**
Early Bird registration 16,500 Thai baht (pay before 30 April and 18,500 Thai baht (after 30 March)

Special Remarks regarding discounts for membership with key partners or registration of 2 or more persons from the same organization.

Your Workshop Fee is Thai Baht _____ (We will send you an invoice for this fee)

Purpose for Attending the Workshop

_____ I am attending for personal and professional development, and to get exposure to the the ISIS Method and Accelerator tools and concepts

_____ I / my organization would like to become licensed to use the Accelerator tools

How would you assess your level of experience as a sustainability practitioner?

_____ Beginner: I have significant professional experience, but not in sustainability

_____ Currently in Training: I am attending a formal graduate program (or similar training course)

_____ New Practitioner: My work involves sustainability, but I'm still new at this

_____ Experienced Practitioner: I have been working with sustainability for some years

_____ Senior Professional: I teach others and/or work at a senior level but am interested in learning new tools

Fax this form to Ms. Watkana Thongrueng, Workshop Coordinator, at: +66 (02) 513-5064 or Email to nonglala@gmail.com