

MILGARD

SCHOOL OF BUSINESS

W UNIVERSITY of WASHINGTON | TACOMA

ONLINE SUSTAINABLE BUSINESS ACCELERATOR

CERTIFICATE OF COMPLETION IN ONLY 10 WEEKS!

Now more than ever, today's organizations, big and small, public and private, are being required to take responsibility for their impacts on the environment and the communities in which they operate.

This accelerator will give professionals the practical skills to help them make a positive impact in any organization from a cost savings, risk reduction, and brand value perspective. Open to professionals from any industry, this 10-week accelerator is designed to rapidly enhance your understanding and skill set to be a more effective CSR/Sustainability professional.

Course content is cutting edge and based upon the real world needs of organization and skills employers are looking for, especially now.



The Financial Case

- Sustainable Finance & SRI
- Triple Bottom Line Accounting
- Making the Business Case
- The Language of Business



Managing & Measuring

- Environmental & Social Sustainability Issues
- Managing for Sustainability
- Sustainable Operations
- Conducting a GHG Inventory



Strategy & Implementation

- Sustainable Business Strategy
- Change Management around Sustainability
- Vision & Goal Setting
- Business & Climate Resiliency



Career Short Course

- How to Get a Job in Sustainability
- Advanced Networking
- Defining and Communicating Your Personal Brand
- Refining Your Professional Online Presence



Communicating & Engagement

- Marketing for Sustainability
- External Reporting
- Stakeholder Engagement
- Employee Engagement



Making it Happen

- Running a Green Team
- Case Studies of Sustainability Implementation
- Governance, Compensation and Evaluation
- Sustainability Policies

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Course Delivery

- 10-week accelerator delivered in a hybrid model with both live and recorded lectures. Live lectures will be delivered on Wednesday, September 30 and Wednesday, December 2 from 4 PM - 6 PM Pacific Time.
- 60 hours of course instruction (5-6 hours per week) through video lectures, readings, weekly content quizzes, weekly assignments, and online discussions

Timing

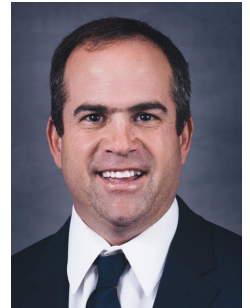
- The course in Sustainable Business will run from September 28 - December 4.

Cost

- The program, which includes all instructional materials and online access, costs \$3,850, including all applicable registration fees.

Faculty

- The course is taught by Kevin Wilhelm, CEO of Sustainable Business Consulting and instructor at the University of Washington and Harvard.
- A CEO and professor, Kevin Wilhelm is a thought leader on how to bring people from different viewpoints and ideologies together to solve big challenges. Wilhelm has 20-plus years of experience working with 150-plus organizations including New York Life, Nordstrom, Expedia, IAC, Alaska Airlines, REI and multiple cities.



Interested in Learning More?

- Register and learn more about other professional development courses available here: <https://bit.ly/3a1cHUS>

