



*Helping Organizations
Take the Next Step*

Creating Green Cultures

Your organization has made an important commitment to help the environment -- and ensure its own sustainability -- by adopting climate protection and energy conservation strategies. That's great, but without a plan to integrate those new practices into your existing culture, your best intentions may wither on the vine. Changing long-established behavior takes effort, time, training, and continual support. We understand; we earned the distinction of becoming a Certified Green Business in 2007.

Creating a green culture, one that embraces environmental and organizational sustainability at all levels of the organization, is a worthy goal. We can help you make that goal a reality with a practical, step-by-step program designed to engage every member of your team, and communicate your greening efforts to your audience, be they customers, donors, board members, or the general public.

5-Step "Be Green" Program

1. Assessment – *What is the vision for change?*
2. Alignment – *Are leadership and management aligned with the vision?*
3. Integration – *What resources and incentives are needed for a smooth integration?*
4. Evaluation – *What process is in place for continuous evaluation and feedback?*
5. Communication – *How do you communicate your practices in a meaningful way?*

NewLevel Group has assisted dozens of nonprofits and businesses to successfully navigate change. By working collaboratively with your organization's leaders and team, we can help ensure that your initiatives are integrated effectively, eliminating time-consuming and costly confusion, mistakes, and apathy.

Take the first step in creating a green culture by completing our "Think Green" self-assessment and find out how well your organization is doing in integrating its green practices. For more information, contact John Heymann at 707.255.5555 x 105 or jheyman@newlevelgroup.com.