

# MASTER CLASSES in Sustainable Development

Master Class  
**IN SUSTAINABLE  
DEVELOPMENT**

3 - 5 November, 2013  
the Netherlands



**ISIS**

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**ACADEMY**

Join us for one of the world's leading professional development  
Master Classes about sustainability and change

## Increase your effectiveness in working with the risks and opportunities associated with sustainability

- ⇒ Do you want to be able to manage a change process towards integrated sustainability professionally?
- ⇒ Do you wish to understand more about how to win others for new and innovative ideas, like sustainability?
- ⇒ Do you want to know how to support others to perform at their best to reach sustainability objectives?

If the answer to the above questions is “YES”, join our three – day Master class.

### Your profile

You are already committed to making change. You have knowledge and experience. But now you want to learn the tools, techniques, and processes that will empower you to accelerate transformation from strategy to implementation.

### Our profile

Alan A., Axel K. and Judith G. will guide you through theory, reflection, and practice, working in teams and individually. You’ll go home inspired, refreshed and equipped with new tools and insights to make change happen.

### Why choose us?

We have worked with dozens of leading organizations to advance sustainability, around the world, since 1992. The ISIS Academy Master Class brings years of sustainability training and experience into laser-like focus over a 3-day period. Our unique blend of tools, methods, inter-active exercises, and professional self-exploration will inspire you and lift your capacities.

**The number of spaces is limited. Please secure your place by registering early!**



### Testimonials from ISIS Academy Graduates

*“Extremely useful ...” “Great atmosphere!” “A perfect mix of learning, application, and dialogue ...” “Highly empowering material ...” “I feel strengthened, inspired, and best of all, hopeful about my future ...”*

## What can you expect of us? Objectives of the Master Class

- **Master the ISIS Method and Accelerator Tools**
  - ⇒ Learn to work with strategic indicators (I), analyse systems (S) and develop innovations (I)
  - ⇒ Prepare a Strategy (S) for implementing sustainability and accelerate the way in which you will lead others in the process
- **Build Professional Skill as a Change Agent**
  - ⇒ Develop your own sense of authority, presence, and impact (API)
  - ⇒ Practice the way you coach others to support high-performance change
- **Develop New and More Effective Strategies for Change**
  - ⇒ Discover new leverage points for transformation in complex systems
  - ⇒ Create action pathways to affect those leverage points more powerfully

### What can we expect from you? Pre-requisite for the Master Class

We expect a basic familiarity with the concept and goals of sustainability, some professional experience, and a sense of clarity that you are ready to take the next step in your sustainability career. You want to become an even more effective change agent for sustainability.

We recommend you read (excerpts) from Alan AtKisson's book "The Sustainability Transformation". This book will be sent to you free of charge upon registration. Graduates will receive a PE certificate indicating your participation and graduation.

<b>Logistics:</b>	<b>Application:</b>	<b>Fee:</b>
<ul style="list-style-type: none"> <li>• 3 days Start: 3 Nov. at 09:30 h Finish: 5 Nov. at 16:30 h</li> <li>• Conference center Morgenstern Barchem, the Netherlands</li> <li>• <a href="http://www.morgenstern.nl">www.morgenstern.nl</a> (+31-573-441920)</li> </ul>	<p>Contact Judith Gunneweg:</p> <ul style="list-style-type: none"> <li>• via website: <a href="http://www.ssentia.nl">www.ssentia.nl</a></li> <li>• send e-mail: <a href="mailto:info@ssentia.nl">info@ssentia.nl</a></li> <li>• call: +31-6-51515567</li> </ul>	<ul style="list-style-type: none"> <li>• € 1995 all-in</li> <li>• costs for meals &amp; accommodation is included</li> <li>• copy of Alan Atkisson's book for free</li> <li>• 21% VAT may be applicable</li> <li>• Cancellation policy applicable</li> </ul>

## Profile of the Master Class facilitators in Sustainable Development

### **Axel Klimek (Germany)**

*Axel is co-founder and managing director of the ISIS Academy GmbH. For many years he has been working as a senior management consultant and coach with high-level experience in Europe, USA, Asia, and Africa, helping leaders, organizations and development programs manage complex change processes and improve performance. His clients have included the African Union Commission, Canon Europe, EY, PWC, GIZ, Lufthansa, Unilever and T-Systems.*



*In his consultancy practice Axel focuses on helping clients achieve sustainability through transformation, cultural change processes, innovation, cooperation, strategic planning, and change management. One of his main focus areas is how sustainability can be integrated into the value chain of an organization and can become a habitual part of the perception, the decision-making process, and the actions of its leaders, managers and staff.*

*Axel has worked in more than 25 countries on 4 continents across a wide spectrum of contexts, coaching individuals and teams, supporting organizations, and assisting national-level change programs.*

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### **Alan AtKisson (USA, Sweden)**

*Co-founder of the ISIS Academy and inventor of the ISIS Method, Alan's many contributions as a leader and innovator in the global sustainability movement (since 1988) were recognized with his induction into the international "Sustainability Hall of Fame" in 2013. He is the author of five books, including "The Sustainability Transformation," "Sustainability is for Everyone," and the bestseller "Believing Cassandra".*

*Alan has worked in over 40 countries and advises companies, governments, and the United Nations on sustainability strategy. His clients have included Nike, Levi Strauss & Co., WWF, the governments of the Baltic Sea Region, the Nile Basin Initiative, the Earth Charter, and many others.*

*Alan also serves on the President's Science and Technology Advisory Council of the European Commission. And he is a past president of the International Network of Resource Information Centers, a leading network of sustainability researchers and practitioners also known as the Balaton Group. See [www.AlanAtKisson.com](http://www.AlanAtKisson.com) for a full bio.*

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## Profile of the Master Class facilitators in Sustainable Development



### **Judith Gunneweg (the Netherlands)**

*Managing Director of Ssentia Development, a Business Consultancy Firm that specializes in questions around Leadership development, Sustainability and Change. Leadership development is viewed from a holistic perspective. Sustainability is considered to be both purpose and means; a vehicle to achieve stakeholder dialogue, employee engagement and responsive behaviour for all concerned and connected in society.*

*Judith is a senior management consultant with more than 25 years high – level experience with the international corporate world, the financial services sector and consultancy sector. She worked for Shell in Europe and for a number of years in the Middle East. As a consultant for one of the ‘Big Four’ (EY) she designed a leadership development curriculum for Partners across the globe with specific focus on emerging markets and developing countries like Africa and India. Recent challenges include exposure with the NGO world in Africa (Oxfam, Cordaid and CU). She is also involved in various ThinkTanks in the Health Sector.*

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**Don't miss ... and register:  
[www.ssentia.nl](http://www.ssentia.nl)**

(See: application details)

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