



HARVARD

SCHOOL OF PUBLIC HEALTH

Executive and Continuing Professional Education

**EXECUTIVE EDUCATION FOR SUSTAINABILITY
LEADERSHIP
JUNE 18–20, 2014**

DAILY AGENDA

WEDNESDAY, JUNE 18, 2014

7:30–8:00 AM Check-in and Continental Breakfast

8:00–8:55 AM **Welcome, Technology Orientation, and Overview of Program**

Leith J Sharp

*Director Executive Education for Sustainability
Center for Health and the Global Environment
Harvard School of Public Health*

John D Spengler, PhD

*Akira Yamaguchi Professor of Environmental Health and Human Habitation
Department of Environmental Health
Harvard School of Public Health*

8:55–9:25 AM **What in the World have We Been Measuring?**

John D Spengler, PhD

9:25–9:45 AM **Discussion: What in the World?**

9:45–10:30 AM **Core Business Integration for Sustainability (CBIS) Framework**

Leith J Sharp

10:30–10:50 AM Refreshment Break

10:50–11:50 AM **Activity One**

11:50–12:20 PM **Integrating Sustainability into Branding and Identity—Whole Systems Branding from the Core**

Mona A Amodeo, PhD

*President
idgroup Consulting and Creative*

12:20–12:40 PM **Discussion: Integrating Sustainability**

12:40–1:40 PM Lunch



DAILY AGENDA

WEDNESDAY, JUNE 18, 2014 (CONT.)

- 1:40–2:20 PM **The Other Side of Innovation**
- Chris Trimble, MBA*
Adjunct Professor of Business Administration
Tuck School of Business
Dartmouth College
- 2:20–2:40 PM **Discussion: The Other Side of Innovation**
- 2:40–3:00 PM Refreshment Break
- 3:00–3:40 PM **Teaming—How Organizations Innovate and Learn**
- Amy C Edmondson, PhD*
Novartis Professor of Leadership and Management
Technology and Operations Management
Harvard Business School
- 3:40–4:00 PM **Discussion: Teaming**
- 4:00–5:30 PM **Activity Two**
- 5:30 PM Sessions End
- 6:30–9:00 PM *Reception and Dinner at the Harvard Faculty Club*

THURSDAY, JUNE 19, 2014

- 7:30–8:00 AM Continental Breakfast
- 8:00–8:10 AM **Welcome and Overview of the Day Ahead**
- Leith J Sharp*
- John D Spengler, PhD*
- 8:10–8:50 AM **MGM Resorts—Organizational Agility in Action**
- Cindy Ortega*
Senior Vice President and Chief Sustainability Officer
Corporate Sustainability
MGM Resorts International
- 8:50–9:10 AM **Discussion: MGM Resorts**



DAILY AGENDA

THURSDAY, JUNE 19, 2014 (CONT.)

MODULE I: CBIS and Emergence

9:10–9:40 AM **Short Presentation: CBIS and Emergence**

Leith J Sharp

9:40–9:50 AM **Story 1: Leadership Demands and Opportunities of Emergence**

Marshall Ganz, PhD, MPA

Senior Lecturer in Public Policy

Hauser Center for Nonprofit Organizations

Harvard Kennedy School

9:50–10:20 AM **Story 2: UK National Healthcare System**

Helen Bevan

Chief of Service Transformation

NHS Institute for Innovation and Improvement

10:20–10:40 AM **Discussion: Module I**

10:40–11:00 AM Refreshment Break

MODULE II: CBIS and Integration

11:00–11:30 AM **Short Presentation: CBIS and Integration**

Leith J Sharp

11:30–12:00 NOON **Story 1: Penn State University and Strategic Planning**

Nicholas P Jones, MS, PhD

Executive Vice President and Provost

Penn State University

12:00–12:15 PM **Discussion: Penn State**

12:15–12:35 PM **Story 2: Office Depot and Side-Roots Leadership**

Yalmaz Siddiqui, MPHIL, BCOM

Senior Director of Environmental & Supplier Diversity Strategy

Office Depot

12:35–12:50 PM **Discussion: Office Depot**

12:50–1:50 PM Lunch



DAILY AGENDA

THURSDAY, JUNE 19, 2014 (CONT.)

MODULE III: CBIS and Transformation

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|--------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 1:50–2:20 PM | Short Presentation: CBIS and Transformation

<i>Leith J Sharp</i> |
| 2:20–2:50 PM | Story 1: Timberland

<i>Colleen Von Haden</i>
<i>Sustainability Director</i>
Timberland |
| 2:50–3:05 PM | Discussion: Timberland |
| 3:05–3:30 PM | Refreshment Break |
| 3:30–4:00 PM | Story 2: Lane Community College—Emotional Intelligence

<i>Mary F Spilde, PhD</i>
<i>President</i>
Lane Community College |
| 4:00–4:20 PM | Discussion: Lane Community College |
| 4:20–5:30 PM | Activity Three |
| 5:30 PM | Sessions End |
| 5:30–8:30 PM | <i>Reception hosted by U.S. Green Building Council</i> |



DAILY AGENDA

FRIDAY, JUNE 20, 2014

7:30–8:00 AM Continental Breakfast

8:00–8:10 AM **Welcome and Overview of the Day Ahead***Leith J Sharp**John D Spengler, PhD*8:10–8:40 AM **Interface Innovation Story—Organizational Conditions that Enable Innovation***Erin Meezan, MS, JD*
Vice-President, Sustainability
Interface, Inc.8:40–9:00 AM **Discussion: Interface**9:00–9:30 AM **CBIS and Social Architecture to Drive Emergence***Luc Galoppin, MBA, MEIR*
COO MedeMarkers
Managing Director
Reply Management Consulting9:30–9:50 AM **Discussion: CBIS and Social Architecture**

9:50–10:10 AM Refreshment Break

10:10–10:40 AM **CBIS and Co-Opting the Existing Operating System for Sustainability: Viruses, Subversion and Infiltration***Richard Crespin*
Senior Fellow
US Chamber of Commerce Foundation
CEO
CollaborateUp10:40–11:00 AM **Discussion: CBIS and Co-Opting**11:00–11:30 AM **CBIS and Individual Motivations and Capabilities***Rachel Gutter*
Director
Center for Green Schools
U.S. Green Building Council



DAILY AGENDA

FRIDAY, JUNE 20, 2014 (CONT.)

11:30–11:50 AM **Discussion: CBIS and Individual Motivations**

11:50–12:45 PM **Activity Four**

12:45–1:40 PM Lunch

1:40–2:45 PM **Activity Five: Small Group Working Session**

2:45–4:00 PM **Final Report Out**

4:00–4:30 PM **Closing Comments**

Leith J Sharp

John D Spengler, PhD

4:30 PM Program Adjournment