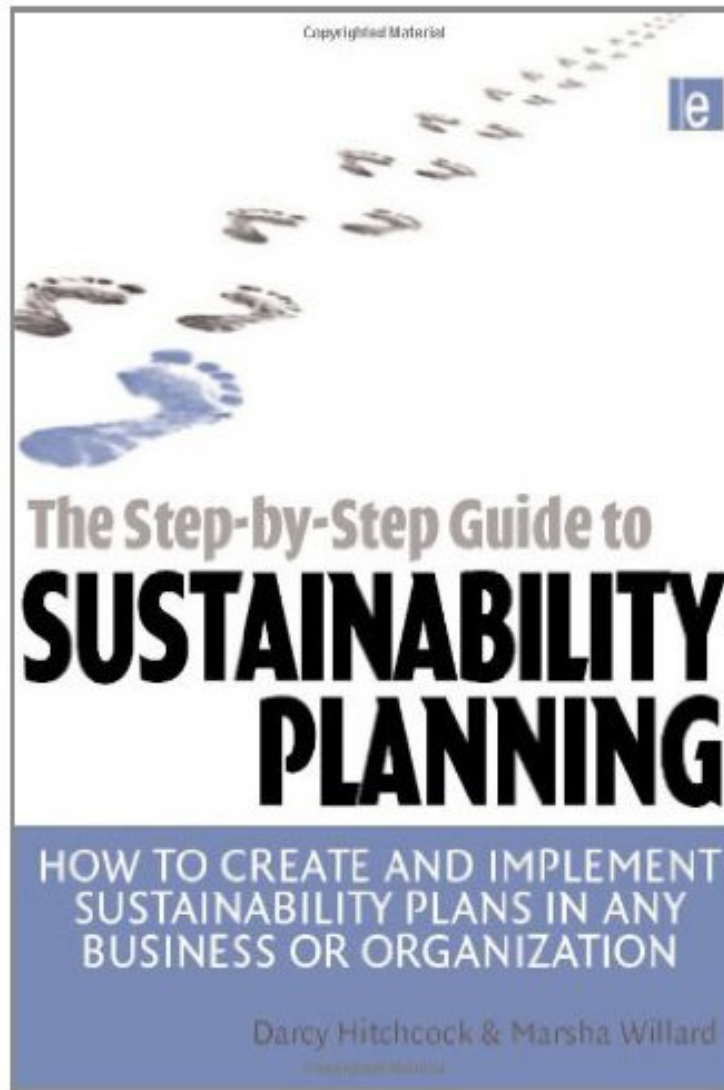


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The Step-by-Step Guide to Sustainability Planning: How to Create and Implement Sustainability Plans in Any Business or Organization

Darcy E Hitchcock, Marsha L Willard
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Sustainability is now the greatest business imperative, yet how do you actually develop and implement a sustainability plan if you aren't an expert? From the authors of the award-winning handbook *The Business Guide to Sustainability* comes this highly practical guide to designing and implementing a customized sustainability plan in any business, organization or government department of any type and scale. This step-by-step guide explains how to create a sustainability plan and sustainability report. Each chapter has two vital sections. The first contains background reading, tips and case examples to help you be successful. The second presents a set of methods each with step-by-step instructions and a selection matrix to help choose the best methods. The book also contains sample worksheets and exercise materials that can be copied for organization-wide use.

'Hitchcock and Willard are experienced masters of the art and science of organizational change and this book is a must-have resource.' Bob Willard, author of *The Sustainability Advantage* 'If you do not already know how to create and manage a sustainability programme for your company, institution or organization, you soon will. And if you already work with such a programme, these authors have done you the inestimable service of assembling, between two covers, a vast storehouse of how to, when to and where to go for more.' From the foreword by Alan AtKisson, President and CEO of The AtKisson Group and author of *The ISIS Agreement: How Sustainability Can Improve Organizational Performance and Transform the World* 'This is a fantastic resource for sustainability champions who want to transform an organization. The book supports its step-by-step guidance with examples and a cornucopia of practical checklists, forms, and tools to ensure success. Hitchcock and Willard are experienced masters of the art and science of organizational change and this book is a must-have resource for serious sustainability professionals.' Bob Willard, author of *The Sustainability Advantage*
About the Author
Darcy Hitchcock and Marsha Willard are authors of *The Business Guide to Sustainability*, winner of Choice Magazine's Outstanding Academic Title award for 2007. Their firm, AXIS Performance Advisors, is based in Portland, Oregon. They both teach in Bainbridge Graduate Institute's MBA in Sustainable Business and the executive management team for the International Society of Sustainability Professionals.