LEADERSHIP ENERGY AWARENESS PROGRAM
Executive Summary

Currently, consumers can buy sustainable merchandise, stay in sustainable hotels, eat sustainable foods, and use sustainable cleaning products. Consumers clearly are moving in favor of sustainable resources (De Groot, 2014). What is lacking though, is a program which covers sustainability-oriented organizational changes as well as encourages a change in attitudes, behaviors and mindsets of employees? Are consumers ready to explore what sustainability initiatives are needed to encourage a culture of sustainable practices? Can a business respond to those market shifts to increase competitive positioning by integrating sustainability into preexisting business considerations? In response to these questions, I undertook a project journey to create and launch new sustainability leadership initiative called Leadership Energy Awareness Program or LEAP. LEAP provides businesses and their employee’s the steps needed to become “sustainability champions” and encourage a culture of sustainable practices.

The details of LEAP’s transformation from its origin, can be linked to a graduate program which began months ago, focused on sustainability leadership. LEAP centers on, collaborating with and educating business employees to make lasting, sustainability-oriented organizational changes by encouraging a change in attitudes, behaviors and mindsets. The ultimate goal is to turn employees into sustainability champions.

In essence, the LEAP program assists businesses and their employees in recognizing a new paradigm of sustainable opportunities and capturing their desire for more efficient use of resources. Business employees accepting this sustainability leadership transformation are only the first step. This required transformation doesn’t happen overnight. It requires intention, practice, and LEAP. If you are to become the sustainability leader you aspire to be, then you must take time to step back, reflect on your past, your present, and your future. LEAP is the future, as it not only waits for the next amazing sustainability leader, but it transforms us and our stakeholders into the next great leaders in sustainability.