

# The AtKisson Update




**ISIS**  
ACADEMY

## INTRODUCING THE NEW ISIS ACADEMY

HELPING LEADERS, DECISION-MAKERS, AND CHANGE AGENTS TO ACQUIRE DEEP KNOWLEDGE AND TRANSFORMATION SKILLS FOR SUSTAINABLE DEVELOPMENT

The ISIS Academy is being spun out of AtKisson Inc. and established with a new corporate headquarters close to Frankfurt, Germany. The new company will open its doors in early 2011.

“ISIS Academy GmbH” (“GmbH” in Germany) will be a joint venture, owned by AtKisson Inc. and Axel Klimek, with Axel — who has over 25 years of experience in the design and delivery of professional training programs — serving as managing director.

AtKisson Affiliates around the world will continue to offer introductory-level ISIS Academy workshops in their regions. The new company will offer Master Classes and advanced training programs in sustainability and change, reaching out to a global market from a European base.

## Supporting Leadership, Innovation, and Change for Sustainability, Since 1992 — Building on Two Decades of Experience

The AtKisson Group was founded in 1992 with two thoughts in mind: one, the world needed more “sustainability,” quickly; and two, that the best way to test sustainability ideas, tools, and methods was in the marketplace. The ideas that found a buyer were the ones that survived.

Eighteen years ago, our products and services were unusual, if not unique. As recently as 2005, our consulting and training services could be “sole sourced” by major government agencies on the argument that we were the only provider of the services they sought.

How quickly the world has changed.

Today, the AtKisson Group is a global network of practitioners in over a dozen countries. We compete with much larger global (as well as local) firms for a piece of the fast-growing sustainability market. Our competitors include most of the world’s major consulting and services companies. How have we survived?

### Experience = Quality

Having nearly twenty years of experience as a firm means that we have a profound understanding of “the sustainability journey.” We are experts in the art of diagnosing a situation and prescribing the best tool, method, or process for the job. We also know when *not* to prescribe a “method,” for those times when close listening, careful reflection, and old-fashioned strategic advice are what the client needs most.

Through experience, we have learned that sustainability is not only about technical solutions; it also about

shifting behaviours, mindsets, and culture. It requires a blend of deep knowledge about sustainability issues, but also a profound understanding of change management within organizations.

We have both — which is one reason why our clients keep coming back to us, year after year.

### Highly Effective Tools

For those times when tools *are* called for, we have an excellent toolbox, tried and tested over many years in many different situations, with prominent global companies, with large cities, with initiatives in developing countries, and more.

*The ISIS Method* and *The ISIS Accelerator* provide the guidance and support you need to lead, implement, and assess change for sustainability. These tools are especially useful in multi-sector, inter-departmental, and/or transnational settings — a description that covers nearly all sustainability projects.

AtKisson Sustainability, our consulting division, has an unparalleled track record of helping clients on four continents. Our newly expanded ISIS Academy (see box at left) has trained hundreds of change leaders from dozens of countries. And Compass Education, our formal education division, has worked with universities and schools from Iceland to Indonesia.

After twenty years of practice, we are more passionate about sustainability than ever. This newsletter brings you up to speed on our expanding global practice. Please read on ...



*A sampling of our Affiliates and individual Associates, from left to right starting from top-left: Robert Steele, Sustainability, Bangkok; Axel Klimek, Axel Klimek 3p, Frankfurt; Marie-Anaïs Berline, Brussels; Darwina Widjajanti, YPB, Jakarta; Roberta Fernandez, Planet Partnership, Tampa, Florida; Piotr Magnuszewski, Center for System Solutions, Wroclaw, Poland; Michael O'Brien, FWR Group, Brisbane, Australia; Hal Kane, San Francisco; Shawn Westcott, Stockholm.*

## OUR TEAM

### GLOBAL COVERAGE, LOCAL KNOWLEDGE

The AtKisson Group has Affiliate organizations and individual Associates around the world. We understand your situation. We speak your language. And we know how to facilitate change — sustainably.

Our core competencies include advising leaders, coaching teams and stakeholders, managing change, analyzing systems, developing strategies, communicating key messages, assessing progress, and facilitating effective meetings and events.

Our people are passionate about what they do. They understand the global sustainability challenges. They also know how to help you turn those challenges into opportunities. And they are driven to produce quality results.

### In the Rearview Mirror ...

#### **2010: Year of Change**

January: The AtKisson Group begins 2010 on a high note. Our CEO and founder, Alan AtKisson, has been assisting the United Nations in the run-up to the Copenhagen Climate Summit. A string of successful ISIS Academy workshops stretching from Shanghai to Silicon Valley (as well as on-line trainings with the International Society of Sustainability Professionals) have grown the number of practitioners using our tools and methods. Schools in Southeast Asia make rapid progress as they pilot our Compass Education program.

May: The second annual Master Class in Change and Sustainability produces not only a new class of graduates, but a high-energy group of new colleagues and partners. Affiliate offices are established in France, Poland, Australia, Sweden and the United States.

August: AtKisson Group Associates and Affiliates gather in Stockholm (and virtually on the web) to forge a new development pathway for the company. The resulting strategy, called “Powering Up,” applies the firm’s own methods to create a sound expansion plan, built on collaboration and capacity-building.

December: Senior Associate Robert Steele continues to support UNESCO, UNEP, and UNDP programs in SE Asia. Alan AtKisson launches new editions of his books with Earthscan in London. Work on Serbia’s National Sustainability Strategy begins, in partnership with the Research Institute for Managing Sustainability in Vienna.

#### **A Look Ahead ...**

#### **2011: Year of Growth**

While debates about growth and “The Limits to Growth” (the book that launched the AtKisson Group) intensify, the AtKisson Group itself continues to

grow, expanding its corporate clientele, developing new partnerships with university-based programs, and building on extensive experience with national and international strategic planning initiatives for sustainability.

Our Affiliate and Associate network also deepens and expands. Our flexible network structure means that we can respond quickly to changing markets and emerging demands. The already-strong “AtKisson” brand becomes more widely known as a synonym for sustainability practiced with quality and integrity.

We also continue to “walk our talk.” Operating as a virtual (but real) network keeps our costs down and our footprint small. We are transparent about our ethical choices. And we travel only when we believe our physical presence can help accelerate a real transition to a more sustainable world.

## Our Clients: Leaders & Change Agents who are Making Sustainability a Reality

We are proud of our clients, and not just because our client list signals that we have earned the trust (and the repeat business) of some of the world's leading organizations. We are especially proud of the way our clients are leading large-scale change, and pushing against the boundaries of what's currently believed to be possible.

Here is a short review of some of the more exciting projects we've supported with our services in the past year or two.

### United Nations

#### **UNDESA - Division for Sustainable Development**

Last year, Alan AtKisson worked closely with division director Tariq Banuri and his staff on a breakthrough plan for accelerating renewable energy around the world — by focusing on feed-in tariffs and other actions in the developing world.

The poorest four billion in the world need inexpensive, clean energy options. The global “Big Push” strategy developed by Tariq and others became the focus for a ground-breaking paper launched at the Copenhagen climate summit. The paper attracted broad-based support from climate experts around the world as well as major NGOs. And the ideas are still working their way through the complex UN system, having been further developed by DeutscheBank and others. For more info, see this link: <http://AtKisson.com/BigPush>

### Global Business

#### **Levi Strauss & Co.**

AtKisson has been supporting various parts of the Levi Strauss sustainability team for three years, since 2007 — a period that just happens to coincide with the company's explosion onto the global environmental sustainability scene. Levi Strauss has been increasingly recognized as a champion for climate change action, as a leader on water conservation, as an innovator on imagining the future of the fashion industry. As readers can appreciate, most of the work we do for global business organizations remains

confidential. But we are happy (and we are permitted) to report that in 2009-2010, we designed and facilitated a comprehensive, six-month training program that engaged and empowered the entire global Social and Environmental Sustainability Team.

### Economic Development

#### **Egyptian National Council on Competitiveness**

The ENCC had a mandate from Egypt's prime minister to produce a new national strategy — with a Green Transformation of the economy at its center. AtKisson has been working with the ENCC to support that strategy's development, building on the work of many national experts. Sustainability challenges in Egypt are pressing, with water, energy, and even food production facing real limits in the relatively near future. But the opportunities in Egypt are as large as the challenges, and we excited to be working with the ENCC (through Alan AtKisson's individual engagement) to design a path to a more sustainable future for the country.

### Capacity Building

#### **SIDA/Rambøll Advanced Training Programs**

The Swedish government funds numerous international programs to raise the capacity of educators, resource managers, and officials in developing countries, and AtKisson — working in partnership with a large Scandinavian firm called Rambøll — has been supporting those trainings in areas ranging from education to trans-boundary water resources. Our “ISIS Method” workshops have become key elements of programs touching Africa, Asia, and the Middle East, helping to spread systemic sustainability around the world.

*This review focuses on just a few examples and barely touches the diversity of our global practice. Please visit our website to learn more about the work of our Affiliates and individual Associates.*

# ATKISSON

## OUR AFFILIATES

Here are some of the organizations accredited to represent the AtKisson Group in their regions. They provide AtKisson-branded services including sustainability consulting, ISIS Academy training workshops, and support to schools and universities under our Compass Education program.

### **Sustainability - Thailand**

A leading source of consulting and training support in SE Asia based in Bangkok, Thailand

### **YPB / LEAD Indonesia**

The “Foundation for Sustainable Development,” an NGO working with business and government

### **Cabinet Espère - France**

A consultancy working in France and West Africa, experts in sustainability management

### **The Sendzimir Foundation and Centre for Systems Solutions - Poland**

Our Polish Affiliates collaborate to provide top-end training and analysis services

### **FWR Group - Australia**

Experts in business strategy, city planning, training, and change management, based in Brisbane

### **Planet Partnership - USA**

Very experienced climate/sustainability consultants and educators, based in Florida



Alan AtKisson (center) concluding a two-day ISIS Academy Intensive in Silicon Valley, California, in November 2009. Participants included sustainability and CSR directors and managers from over 20 companies based in the region, including Palm, Yahoo, Intel, and Levi Strauss; city government officials; and NGO leaders. The workshop was sponsored by Sustainable Silicon Valley and hosted by Advanced Materials. Assisting were Senior Associate Hal Kane, and Master Class graduate Julie Weiss.

## Compass Education Expands Pilot Compass Schools Set a Fast Pace

In 2009, the AtKisson Group began piloting a process to help schools navigate toward sustainability in an integrated way. “Compass Schools” link the classroom all the way to the boardroom, and reach out to the community. They embrace a systems perspective that covers environmental, economic, social, and health/well-being issues at the same time.

Our very first Compass School was the Prem International School in Chiang Mai, Thailand. The Compass approach has brought a transformation to the school, affecting how teachers teach, how lunch is prepared, how administrators manage, even the Board of Governors. “The list goes on and on!” writes teacher Sarah Handley of the activities generated from using the Sustainability Compass (Nature, Economy, Society, Wellbeing) together with the ISIS Method.

Now the concept — which was spearheaded by AtKisson Sr Associates Robert Steele and Lister Hannah — is spreading to universities as well, both in SE Asia and on other continents. To meet this growing demand for sustainability services to educational institutions, AtKisson Group created a new program division, “Compass Education.”

“We realized that universities, schools, and other organizations linked to formal education had always been an important part of our practice,” notes CEO Alan AtKisson. “So we’ve designed a tailored set of services to meet their needs. We see it as our contribution to the UN Decade of Education for Sustainable Development,” which runs through 2015.

For more information on Compass Education, please write to this address: [CompassEd@AtKisson.com](mailto:CompassEd@AtKisson.com).

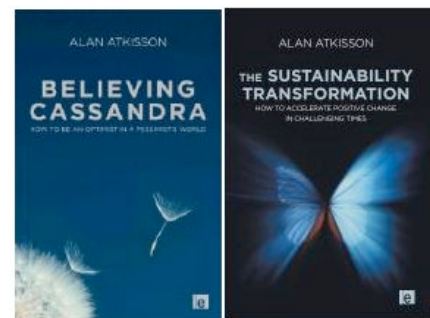
## Professional Development Opportunity Master Class in Change for Sustainability, 2011

Dates are set, the spaces are already filling ... The ISIS Academy’s third annual “Master Class in Change for Sustainability” will take place 22-28 May 2011, at the beautiful Graninge retreat center outside Stockholm, Sweden.

The Master Class is designed for experienced practitioners who want to deepen their understanding of systems and sustainability, and how to be an effective agent of change. Mornings are devoted to knowledge and skill mastery; afternoons focus on attaining a deeper understanding of the *process* of change and leadership for sustainability. For information, see <http://AtKisson.com/MasterClass>

## A Tale of Two Books ... Earthscan releases AtKisson books in updated new editions

After its first release in Sept 1999, Alan AtKisson’s *Believing Cassandra* rose to the top Amazon.com’s environmental bestseller list after just four months, powered by word-of-mouth and bulk sales.



Now the book has been thoroughly revised and updated for a new decade — and it is more timely than ever before. In a new foreword, Paul Hawken likens it to a “neurotransmitter” that helps make global issues crystal clear, while offering a compelling case for optimism and change.

*The Sustainability Transformation*, first published in 2008, has also received a thorough make-over, with a new preface to reflect its growing popularity with sustainability professionals, educators, and training programs around the world. See <http://AtKisson.com/books>

## STAY IN TOUCH WITH US

Our e-newsletter, WaveFront, keeps you up to date on global sustainability trends and issues, as well as what’s happening within the AtKisson Group. Be sure to sign up at our website: <http://atkisson.com/signup>

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