THE PROBLEM Waste Management is a company with a mission of maximizing resource value and minimizing environmental impact, so it is necessary for its corporate leadership to understand what motivates pro-sustainability behavior in order to effectively incorporate sustainability practices for their clients.

THE CLIENT Waste Management

THE SERVICE Co-create and co-host the 2013 Waste Management Sustainability Forum at the Phoenix Open golf tournament.

THE SOLUTIONS Trained and taught Waste Management leaders pathways to changing behavior and strategies that can be used towards incorporating sustainability. This training will allow organizational leaders to effectively foster sustainability-oriented conversations and engage with their peers.

THE OUTLOOK Feedback on the forum indicated that participants left feeling motivated, more educated on sustainability and equipped with a better understanding on initiatives for change.