

Note: 9.15am start may be possible for internal clients

Time	Group	Content	Resource
8.45	Arrival/sign in	Based on 15 - 30 delegates	Sign in sheets
9.30	Plenary	Hello and welcome/ Health & Safety/ Break times Introduction of each person in small groups Outline of the day - what we'll cover	Location of first aiders & fire exits. Slide for overview
		Planning for success - what do you want to get from today? Answers on a post-it note on flipchart & in their own workbooks People in your small group are there to help you	Post-it notes Flipchart
		What is sustainability?	Slide summary
		Why is good communication of sustainability important?	Slide summary
		How expert do you feel at: a) sustainability b) communicating sustainability? Today's aim is to give you more confidence & skills in b)	Note in own workbook
10am	Small groups/ plenary	When you are communicating sustainability: 1. What are the key benefits you should list? 2. What points of resistance come up time & again? 3. What difficult questions do you get asked? 4. What are people most concerned about? Note: this gives everyone people their first chance to speak on sustainability and is in itself a good presentation format as it pre-empts objections	Groups present without preparing for this - each section is captured by one of the other groups
10.30	Plenary	Understanding objections: 1) Key drivers people have 2) Typical objections people make	Slides illustrating different 'types' of people & resistance (Defra)
11am	Break	Tea/Coffee - encourage people to network, find 2 other people you don't know	

1-day Communicating Sustainability Course - EAUC

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11.15	Plenary	How to communicate with others: understanding yourself first: Attitude / behaviour cycle	Slide on this model
	Small groups	A look at your own thoughts on sustainability: 1. Which category do you come under? 2. What limiting thoughts are holding you back? 3. What could you replace those with? Reflect back from groups what came out of that.	Exercise in workbooks - facilitator to move round groups to help
11.45	Plenary	Understanding them & tackling their objections: Questioning & listening skills	Slide on good questions to ask
	Small groups	Practise a 2-way conversation - group will roleplay for one another and use the typical objections & work on how to answer them using good questioning & listening skills	
	Plenary	Feedback what worked/what didn't work	Capture on flip
1pm	Lunch	45 minutes. Start video testimonials.	Ideally outside the room
1.45	Energiser	Thinking in pictures (relates to speaking persuasively next)	Run as a whole group
2pm	Plenary	Engaging an audience: How to appeal to diverse audiences Use of language & 'thinking in pictures' Body language	Slides on these models/ideas
	Small groups	Practise giving a 1-way persuasive message about sustainability to an audience - use the benefits identified earlier - get feedback from your group	Facilitator to move around room to help
	Plenary	Feedback what worked/what didn't work	Capture on flip
3.15	Break	Get some more video testimonials	
3.30	Plenary	A chance to review, respond & ask questions	
4.00	Action plan	What have you learned that you will now do in future? Complete evaluation form Complete referral form Capture any further video testimonials	Note in own workbook & how they will implement
4.30	Depart		

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Notes

- Plenary = whole group working together
- Small group = groups of 4/5 working together
- Audience = estate managers and sustainability officers. Anyone from the HE sector with sustainability as part of their remit.
- This timetable is for the BCMP pilot - 19th October, 25th October, 26th October 2010