

## Company-wide sustainability? Sure! But how?

Sustainability is as important for your people and your profits as it is for the environment. This triple-bottom-line view of business success is embraced by innovative and successful companies of all sizes around the world. But introducing sustainability across the board can feel overwhelming, and even risky. Where do you start? What measures will have the greatest impact?

### The solution is a system.

Systainership™ is an innovative leadership system that helps you put all the pieces together. Whether you want to take on a company-wide renovation of your practices, or pick and choose based on your needs, Systainership lays out the "how, what, and when." Now you can confidently guide your company to ever higher levels of profitability while supporting both people and the planet.

You'll learn to—

- systemize your leadership for sustainability: financial, social, and environmental.
- get out of overwhelm mode and focus attention on what matters most.
- simplify complex relationships between people, processes, products and profits.
- create a resilient and flexible organization.
- increase transparency to reduce barriers and build loyal relationships.

*What are the bottom line concerns of companies wishing to remain profitable in this next century? Corporate culture, business identity, and transparency. Not what you thought? Then read this book.*

— Jeff Mendelsohn, Founder and Chair, New Leaf Paper

*Leadership and culture determine whether corporate responsibility is a profitable innovation or a cost center. The Green CEO breaks down what it takes to lead a successful, sustainability-driven company and provides practical tools for creating a resilient and dynamic corporate culture.*

— Mikhail Davis, Manager of Strategic Sustainability, InterfaceFLOR

Lynn VanLeeuwen, ME, MS, ATPC backs her passion for sustainability with master's work at Harvard in Business Management and Computer Systems and more than 20 years as a management design specialist and Wall Street consultant. Lynn provides leadership tools and executive coaching to business executives and their companies to grow more profitable through sustainable practices and systems.

\$24.95



The Green CEO

Lynn VanLeeuwen

# The Green CEO

Leadership that drives profit  
and sustainability



Lynn VanLeeuwen  
Creator of Systainership™

For more information on creating sustainable value for your business, visit [www.SustainableBusinessSystems.com](http://www.SustainableBusinessSystems.com).

