

How to Become a Change Agent Within Your Organization So You Can Drive Sustainability Initiatives

written by Lauri Moon | October 29, 2024



Become a Sustainability Change Champion!

This webinar is the first in a series of unique webinars that will give you tremendous insight into how to become a sustainability change agent within your organization and drive sustainability initiatives that deliver business results.

This webinar prepares emerging leaders to manage strategic change both within their organizations and in response to disruptions. Participants will engage in a simulated scenario, taking on roles such as CEO or Director of Product Innovation to navigate challenges related to both internal and external change. The exercise emphasizes diagnosing challenges, planning adaptive actions, and leading successful change efforts that align with evolving sustainability goals.

Learning Objectives

- Develop diagnostic and action-planning skills for leading strategic change within the organization and in response to external pressures
- Understand the dynamics of resistance to change and strategies to overcome it both internally and externally

[Register](#)

Registering for this webinar, registers you for the entire series.

- **Webinar 1: How to Become a Change Agent Within Your Organization**
Learn more and register
- **Webinar 2: How to Make Your Organization Resilient to Complex and Wicked Problems**
Learn more and register
- **Webinar 3: Energy Audit - What's an Energy Audit and What's the Business Case for One?**
Learn more and register
- **Webinar 4: Energy Audit - How Easy is It to Do One, and Is Now the Right Time for Your Organization?**
Learn more and register

About the Speaker



Dr. Marcel C. Minutolo has been an entrepreneur and a business development consultant for over 20 years. He is currently the President and Co-Founder at Peritia, LLC as well as a Professor of Strategic Management in the School of Business at Robert Morris University where he teaches graduate and undergraduate courses in strategic management, entrepreneurship, sustainability and corporate social responsibility. Marcel has a Doctor of Philosophy in Business Strategy with a minor in artificial intelligence from the University of Pittsburgh's Joseph M. Katz Graduate School of Business. He has taught courses at both the MBA and undergraduate level in strategy, finance, and decision making. He is a former military intelligence company commander with multiple deployments and currently sits on the board of directors for Adagio Health Care, the Military Affairs Council of Western Pennsylvania, and the Veterans Leadership Program of Western Pennsylvania.

