

## Sustainable Leadership

### Objectives:

Focused on promoting responsible and intelligent leadership, which is the one that pursues the best results for the organization and the people who are part of it, while assuming responsibility for the impact of its actions on society and the environment. To build a sustainable future we need committed leadership that is committed to the good side of history and accepts to be part of the solution to the world's great challenges.

“The worst failure would be to lead a project in a way that is contrary to your values or has a negative impact on society and the environment”



“With the enormous social and environmental challenges we face, being neutral is already being part of the problem”

### Program:

We will combine real experiences lived by Albert in the extreme adventures and in his business experience together with his long track record in actions and dissemination on sustainability, with conceptual reflections extracted from each example, carrying out practical and dynamic activities on each subject, to end up having some concepts and practical and applicable methodology for each assistant.

1. Intelligent Leadership: Seeking one's own interest in balance with that of others.
2. Transformative Leadership (Change agents).
3. Greenwashing or Sustainability as a starting point for the Strategic Plan.
4. Action plan towards a more sustainable organization.
5. Sustainability to become more competitive, profitable and reputable.
6. The courage not to be perfect - The courage to be authentic and do the right thing.
7. Profitable and Valuable Organization for all Shareholders.