

getting green done auden schendler

Getting Green Done: A Deep Dive into Auden Schendler's Vision

Are you passionate about environmental sustainability but feel overwhelmed by the sheer scale of the challenge? Do you crave actionable strategies, real-world examples, and a dose of inspiring optimism to navigate the complexities of corporate green initiatives? Then you're in the right place. This comprehensive blog post dives deep into the work of Auden Schendler, a leading voice in the field of corporate sustainability, and explores the key takeaways from his insightful book, "Getting Green Done." We'll unpack his strategies, address potential challenges, and offer practical steps you can take to implement a more sustainable approach in your own life or organization. Prepare to be inspired and empowered to make a real difference.

Understanding Auden Schendler's Approach: Beyond the Hype

Auden Schendler isn't your typical environmentalist. He's a veteran of Aspen Skiing Company, where he spent years wrestling with the realities of balancing environmental responsibility with the demands of a profitable business. This experience shaped his unique perspective, which he articulates powerfully in "Getting Green Done." His approach rejects the overly idealistic and often unproductive narratives that dominate the sustainability conversation. Instead, Schendler focuses on pragmatic, achievable solutions, acknowledging the complexities and inherent trade-offs involved.

He argues that achieving real progress in sustainability requires moving beyond symbolic gestures and embracing a more strategic, data-driven approach. This involves:

Focusing on Measurable Results: Schendler emphasizes the importance of setting concrete, measurable goals and tracking progress rigorously. Vague pronouncements of sustainability are meaningless without tangible evidence of impact.

Engaging with Business Realities: He stresses the necessity of incorporating sustainability considerations into core business strategies, recognizing that environmental responsibility isn't a separate entity but an integral aspect of long-term success.

Collaboration and Advocacy: Schendler highlights the power of collaboration – both within organizations and across sectors – to achieve systemic change. Advocacy for policy changes that support sustainability is also crucial.

Embracing Incremental Change: He rejects the notion of overnight transformations, instead promoting a strategy of incremental, iterative progress. Small, consistent steps are more effective than ambitious, unattainable goals.

Key Strategies from "Getting Green Done"

Schendler's book is brimming with practical strategies. Here are some of the most impactful:

Data-Driven Decision Making: Using data to identify the most impactful areas for improvement, prioritize efforts, and track progress. This prevents wasted resources on less effective initiatives.

Internal Culture Change: Building a culture of sustainability within an organization requires commitment from leadership and active engagement from employees at all levels.

Supply Chain Engagement: Extending sustainability efforts throughout the entire supply chain, fostering collaboration with suppliers to reduce environmental impact.

Transparency and Accountability: Publicly reporting on sustainability performance, embracing transparency, and taking responsibility for shortcomings.

Leveraging Market Forces: Utilizing market mechanisms, such as carbon pricing and green procurement, to incentivize sustainable practices.

Overcoming Obstacles to Green Initiatives

Implementing sustainable practices isn't always easy. Schendler acknowledges the significant challenges involved:

Short-Term vs. Long-Term Thinking: The inherent conflict between short-term financial pressures and long-term environmental sustainability.

Resistance to Change: Overcoming inertia and resistance to change within organizations and among stakeholders.

Lack of Clear Metrics: The difficulty in defining and measuring the success of sustainability initiatives.

Greenwashing: Avoiding the temptation to engage in superficial "greenwashing" rather than genuinely embracing sustainability.

Resource Constraints: Addressing the financial and human resource constraints that often limit sustainability efforts.

Practical Steps You Can Take

Inspired by Schendler's work, here are some concrete steps you can take, whether you're an individual, a business owner, or a corporate leader:

Conduct an environmental audit: Assess your own environmental impact, identifying areas for improvement.

Set SMART goals: Define specific, measurable, achievable, relevant, and time-bound goals for your sustainability efforts.

Track your progress: Regularly monitor and evaluate your progress towards your goals.

Engage your stakeholders: Involve employees, customers, and other stakeholders in your sustainability initiatives.

Seek external expertise: Consult with sustainability experts to gain valuable insights and guidance.

Conclusion: Making a Real Difference

Auden Schendler's "Getting Green Done" provides a refreshing and pragmatic approach to environmental sustainability. By focusing on measurable results, engaging with business realities, and embracing incremental change, we can move beyond idealistic rhetoric and achieve genuine progress. The key takeaway is that sustainability isn't just an environmental issue; it's a business imperative, a societal responsibility, and a moral imperative. By adopting the strategies outlined in this post, we can all contribute to a more sustainable future.

FAQs

1. Is "Getting Green Done" only relevant to large corporations? No, the principles outlined in Schendler's book are applicable to organizations of all sizes, including small businesses and even individuals. The core concepts of measurable goals, incremental improvement, and data-driven decision-making are universally valuable.
1. How can I measure the success of my sustainability initiatives? Start by defining specific, measurable indicators relevant to your goals. This could include metrics like reduced energy consumption, waste reduction, or carbon emissions. Use data to track your progress and adjust your strategies accordingly.
1. What if my organization lacks the resources to implement significant sustainability changes? Start small. Focus on the most impactful areas, and gradually expand your efforts as resources allow. Seek partnerships and collaborations to leverage resources and expertise.
1. How can I overcome resistance to change within my organization? Start by building a strong case for sustainability, emphasizing the long-term benefits and aligning initiatives with business goals. Engage employees in the process, fostering a sense of ownership and collaboration.
1. Where can I learn more about Auden Schendler's work? Beyond his book, "Getting Green Done," you can find numerous articles and interviews with him online. Searching for "Auden Schendler sustainability" will yield a wealth of information.

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