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**Sustainable Brands '13**  
**June 3-6, San Diego California**  
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## **Coaching Teams for High Performance**

Find out more about the powerful design to become a [High Performing Team](#)



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## **QUIZ**

1. What food choice is healthier?

- A. Chocolate Cheerios
- B. Quaker Natural Oats Granola

2. Which one has less ecological impact?



Dear Reader,

In a world that increasingly manifests the consequences of our unsustainable daily habits, our unsustainable consumption and usage of irreplaceable natural resources, it seems pointless to debate whether gloom and doom scenarios are appropriate or if we should moderate our talk and focus on innovation and opportunities.

All the alarms are ringing, and if we don't hear them, it may be that our selective listening is simply deafening us. Change is no longer a choice, a possibility, or an option.

The time for action is now; actually it's way past due. The challenges are so large and systemic, and while overwhelming, they also give everyone of us a role to play in making a positive impact, because we all are part of that system.

Every decision, personal, communal or corporate, needs to be filtered through and qualified by two criteria: What is the environmental impact? What is the social impact? Taking the time to ponder these two questions will help us, firstly, to be aware of what we are about to do, and secondly, to make smart choices.

This month I invite you to consider what it can mean to change everything.

Enjoy the reading! (And check out the **Quote of the Month** at the bottom - to invite you to Stop and Reflect...)

## **Change Everything** **[by Isabel Rimanoczy](#)**

I like, in my workshops on sustainability, to do an exercise, which I learned from Fritof Capra's Center for Ecoliteracy. I invite the participants to look



- A. Nesquik Strawberry Milk
- B. Horizon Organic Milk

3. Which company is more socially responsible with its employees?

- A. Green Giant
- B. Eden Organic

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Answers: A, A, A

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#### Stop and Reflect

Editor: [Isabel Rimanoczy](#)  
Co-Editor: Tony Pearson

around the room, and as they notice the different objects, to write down which ones are oil-dependent. The reality is that once we start looking, it is difficult to find objects that are not dependent on petrochemicals. They include appliances, clothing, computers, furniture, cleaning supplies, phones, heating and cooling systems, sports equipments, paint on the walls, not to mention food or medicines.

The bad news is for us to realize that we have come to depend so much on a resource that is non-replaceable. Or should I say, a resource that would take a couple of million years to be restored.

The good news is that we have a unique opportunity to reinvent everything. [Read More...](#)



## When community service counts

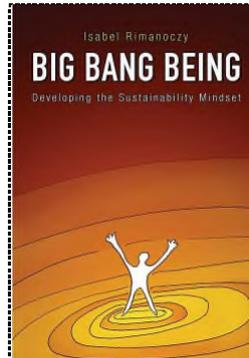
A Billion + Change is a US national campaign to mobilize billions of dollars of pro bono and skills based community service by 2013. The purpose is to address core issues across the country and around the world. It is also transforming how business can inspire and support their employees to make an impact on the society. Find out more [here](#).



## Give yourself a little gift



## New Release



### **BIG BANG BEING: Developing the Sustainability Mindset**

What is the Sustainability Mindset, and how can we lead from there? What values and beliefs keep us anchored in unsustainable behaviors? What opportunities are we missing to see? Legacy Coach and LIM Partner, Isabel Rimanoczy explores these questions in an unusual format, that combines "just in time" coaching interventions, concepts, data, illustrations and poems. Click [here](#) to read some excerpts.

## QUOTE OF THE MONTH

***If we achieve our sustainability targets and no one else follows, we will have failed.***

*Paul Polman - CEO, Unilever*

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