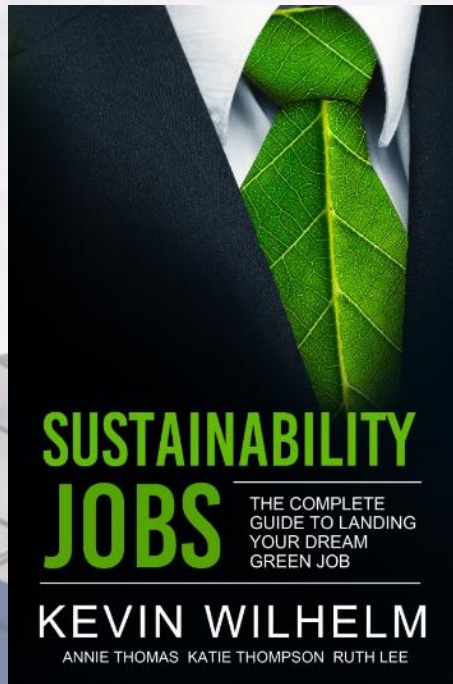


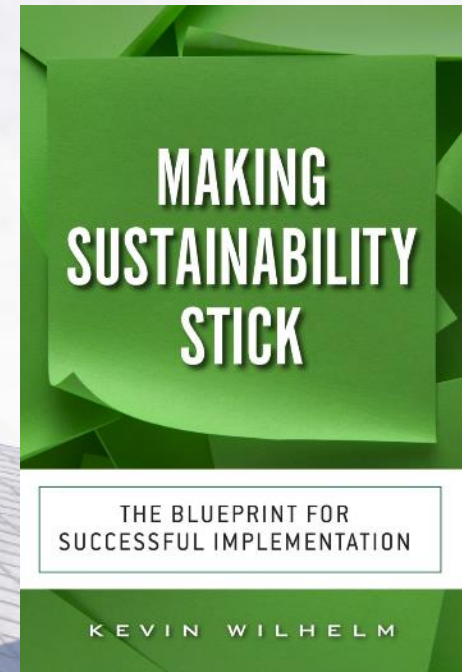
# Advancing Your Career in Sustainability

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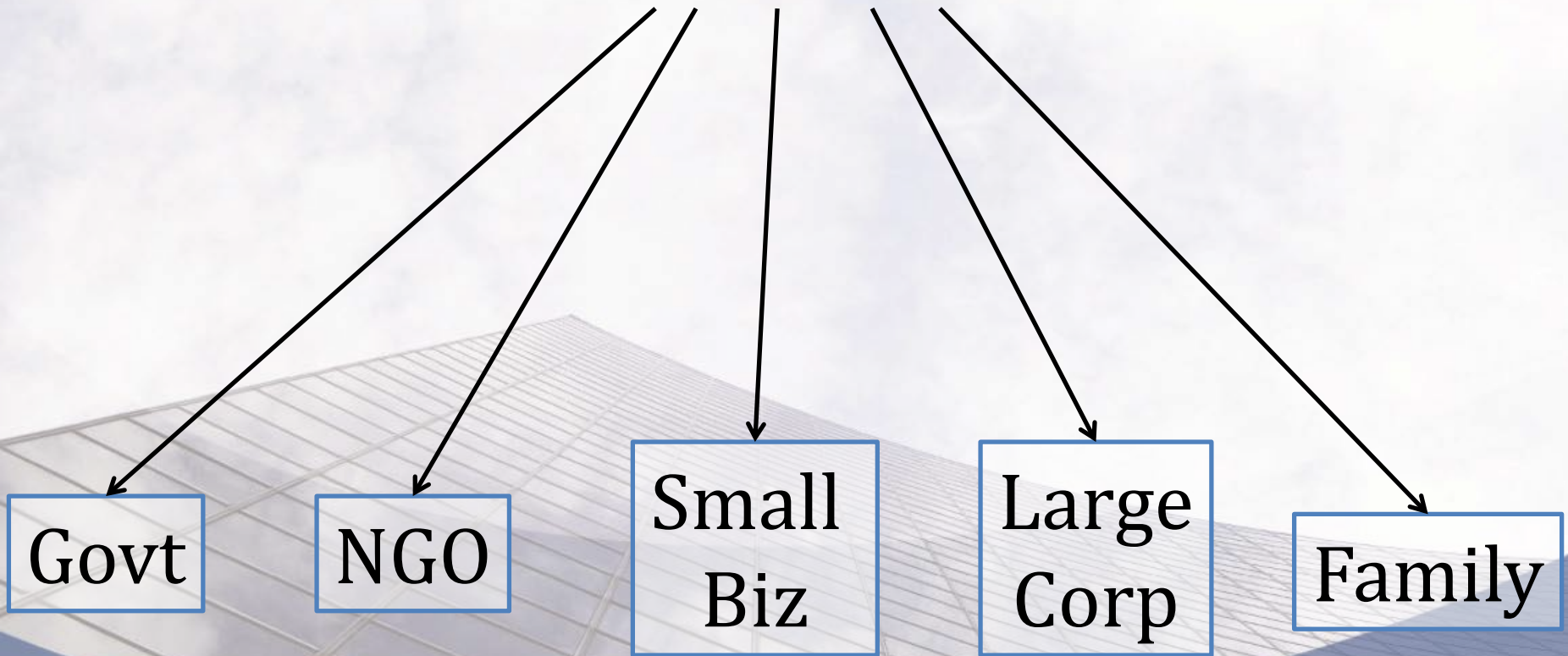
**Kevin Wilhelm**  
CEO, Sustainable Business Consulting

@kevinatsbc  
[Sustainablebizconsulting.com](http://Sustainablebizconsulting.com)



# Gunshot Approach

## RESUME



**Profile statement tailored to job description**

**Concise and measurable bullet points**

**Relevant community involvement**

**"Name", "Title"**

**PROFILE**

**"Name", Title**

"Name" is the "Title" of "Company X" and is one of the world's pre-eminent business consultants in the field of sustainability and climate change.

"Name" brings over 19 years of experience working with 85+ businesses ranging across 21 different industries from Fortune 500 multinationals to medium size businesses. Some of his firm's clients include "companies X Y and Z". His firm specializes in helping companies realize business value through the integration of sustainability into everything they do.

He is the author of two acclaimed books in this field including: "Name of Books"

**Key Strengths**

- Sustainability & Business Strategy
- Sustainability Assessments
- Corporate Reporting and CSR
- Climate Change and GHG Footprinting
- Sustainability Implementation Expertise
- Professional Facilitation

**PROFESSIONAL EXPERIENCE**

**CONSULTING** .....2004 - Present

- Delivered executive-level sustainable business consulting to over 85 organizations by providing strategic, financial, and assessment expertise around sustainability.
- Led over 30 businesses successfully through the Greenhouse Gas Reporting process and have helped 7 companies produce Corporate Social Responsibility Reports.
- Led the City of strategic planning process on clean technology development and wrote the business plan for the Climate Partnership – a first in the country public-private partnership to help companies reduce their Greenhouse Gases by finding practical cost-saving solutions.
- Consulted with over 30 organizations to incorporate sustainability into their vision, goals, and strategy.

**CONSULTING** .....2001 - 2004

- Performed total company restructuring to help an eco-tourism firm turn a 2002 loss into a 2003 profit. Shifted company focus from market share to profitability and worked with owners to develop HR package to increase employee satisfaction & retention
- Worked with Life Science Consulting firm to develop a market penetration strategy for a \$500 million Life Sciences company. Helped create a web based incubator between four major Michigan Universities and private sector service providers. Co-created the MI Life Science Index

**COFFEE COMPANY** .....1999

- Administered employee stock investment and executive stock option plans

**CIVIC LEADERSHIP & COMMUNITY INVOLVEMENT**

**BOARD OF DIRECTORS EXPERIENCE / CIVIC LEADERSHIP**

- **Board Member:** Life Sciences Sustainability Council - 2014 - Present
- **Faculty:** Graduate Institute - 2009 - Present
- **Advisor:** "Go Green" - 2010 - Present
- **Chair:** Chamber of Commerce- Sustainability/Clean Energy Cmte 2005 - 2011
- **Board Member:** Business Alliance - 2010 - 2011

**Awards**

- **Business Achievement Awards**, Environmental Business Journal- Bronze Medal 2009
- **"Best Small Business to Work For"**, - Seattle, Homestreet Bank Spotlight Awards 2008

# Exploring Opportunities to Gain Experience

- If you want/need additional experience to better qualify you for your *dream job...*
  - In your studies – group/individual projects
  - On campus, get involved with the sustainability office
  - Join green team (or create one!)
  - If working PT, incorporate sustainability into job
  - Volunteer with non-profit or board
  - Pursue online trainings

# Networking:

Remember to think – What Can You Do For Them?

Consider how **you** can help **them**

- Have your elevator pitch – why are you talking to them.
- Come prepared with some specific ideas & ?s
  - Avoid asking “who should I talk with?”
  - “So, do you know of any jobs?”
- Never assume you are not interviewing
- Follow-up. It’s the art of 7 touches

# Social Media

## Using Social Media to **Your Advantage**

- 93% of recruiters use social networking sites
- Have a Nice headshot
- LinkedIn recommendations and connections
- Defining headline statement about yourself
- Post notes, articles, blogs
- Follow targeted employers and industry leaders

# Managing the Process

Timing	Short Term (1-3 months)	Medium Term (4-9 months)	Long Term (10-18 months)
Areas to focus on	Network, talk to people in the industry, know the qualifications needed. Figure out firms you want to look at. Apply to certificate program	Start Certificate Program. Volunteer for group doing carbon credits. Take a short term job with any organization that is working in wind. Find reasons to start networking with your dream company.	Get nominated on the Board of the org. that does carbon credits. Graduate. Start networking for your dream job. Volunteer with them for Earth Day. Meet people, get them to know you.
Skills needed	Ex. (biz dev, carbon footprinting, CSR, finance, etc)		
Where to get it	NGO, private sector, government		