



# INFLUENCING AND PERSUASION SKILLS FOR SUSTAINABLE ENERGY

## COURSE OVERVIEW

Energy efficiency and renewable energy is good for business. It reduces costs, improves the bottom line, boosts productivity, reduces greenhouse gas emissions and contributes to a company's reputation as a socially responsible organisation.

Despite these and other benefits, there are many organisational barriers that make sustainable energy a low priority and limit management support for projects. For example, it may be difficult to access the right decision makers, management may be unaware of the benefits of sustainable energy and/or other business priorities can limit management attention to sustainable energy projects.

This practical training course is designed to improve the communication, influencing and sales skills of energy management professionals and in-house sustainable energy champions. Successful completion of this training will help participants to obtain the management support and financial resources needed to deliver their sustainable energy services and to implement sustainable energy projects.

## COURSE OBJECTIVES

By the end of this course, participants will be able to:

- Assess the 'business landscape' of an organisation to identify the business drivers and triggers that will help progress sustainable energy projects
- Conduct a stakeholder analysis to identify key 'decision makers' and 'influencers' in the target organisation
- Deepen knowledge of how decisions are made in organisations
- Develop a communication and influencing strategy for a suite of services or an individual energy efficiency or renewable energy project
- Develop and deliver a compelling 'business case' to obtain management support and funding for energy efficiency and renewable energy projects

## SCEM-PDUs & PEB-PDUs TO BE AWARDED

## APPLICABLE FOR PRODUCTIVITY AND INNOVATION CREDIT (PIC)

30 & 31 AUGUST 2016

9:00AM - 5:00PM

SEAS Training Centre  
9 Penang Road, #08-02 Park Mall, Singapore 238459



# INFLUENCING AND PERSUASION SKILLS FOR SUSTAINABLE ENERGY

## PROGRAMME OUTLINE

### Session 1: Understand decision-making for sustainable energy

- External business drivers and triggers
- Budgeting and project approval processes
- Financing and incentive opportunities
- Strategies to get sustainable energy on the business agenda

### Session 2: Develop a communication and influencing strategy

- Conduct a stakeholder and decision-making analysis
- Influencing techniques targeting senior management
- Influencing techniques targeting operational management
- Leveraging the skills and experience of external service providers
- Strategies for working across 'organisational silos'

### Session 3: Develop compelling business case proposals

- Frame the value and benefits of sustainable energy
- Structure a compelling business case proposal
- Link to business needs and priorities
- Select an appropriate financial appraisal method
- Quantify multiple business benefits

### Session 4: Deliver a communication and influencing strategy in practice

- Integrate sustainable energy into management systems
- Develop and work with a 'coalition' of supporters
- Pitch the project to key internal and external stakeholders
- Present formal proposals to management
- Address management objections to achieve success

## ABOUT THE TRAINER



**Dr. Patrick Crittenden (Director, Sustainable Business Pty Ltd)** has partnered with business and government clients on projects that span climate change and energy efficiency strategy, training and education, government policy and program development. He has a PhD from the University of Technology, Sydney where he examined strategic change practices for energy efficiency in business.

Patrick is the lead author of many energy efficiency publications including the International Energy Agency's 'Accelerating Energy Efficiency in Small and Medium-sized Enterprises' and the innovative web-based guide 'The Business Case and Beyond' which is published on the Australian Government's Energy Efficiency Exchange website.

Patrick is a thought leader on the design of energy efficiency policy and the skills that energy practitioners need to drive energy efficiency performance. He recently designed and facilitated workshops in Australia, India and Russia for the Energy Management Action Network of the International Partnership on Energy Efficiency Cooperation. He has also advised the International Energy Agency as well as the Australian, UK and Mongolian governments on the design of business energy efficiency programs.

Recent examples of energy efficiency training programs that Patrick has co-designed include:

- Advanced Energy Performance. This innovative web-based training course was developed in conjunction with the Steven L. Newman Real Estate Institute at the City University of New York with funding from the United States Department of Energy

- Leadership and Change for Energy Efficiency in Management and Accounting. This innovative course was developed with the University of Technology, Sydney and Ernst & Young. It formed part of the NSW Government's Energy Efficiency Training Program which received the Best Practice Award for training from the Energy Smart Communities Initiative (ESCI) of the Asia Pacific Economic Forum (APEC).

## RATES

EARLY BIRD (before 27 June)	NORMAL FEE	GROUP FEE
SEAS Member: S\$550 (U.P: S\$660) Non Member: S\$660 (U.P: S\$740)	SEAS Member: S\$660 (U.P: S\$740) Non Member: S\$740 (U.P: S\$850)	S\$550.00 (4+ delegates from 1 organization)

\* Fees inclusive of GST

\* SEAS reserves the right to make changes to the trainer, programme, venue, cancel or reschedule the programme if necessary or warranted by circumstances beyond our control

\* Payment to be made by the early bird closing date to enjoy early bird rate

\* Enjoy group discount for 4 or more delegates registered at the same time from the same organisation and same billing source

\* Only one type of discount scheme is applicable at any one time

\* Payment to SEAS & Address: Please send a crossed cheque to:

Sustainable Energy Association of Singapore, 9 Penang Road, #08-02 Park Mall, Singapore 238459

## CALL US AT 6337 9886 TO ENQUIRE

## REGISTRATION FORM

☐ Yes! I would like to register for this programme ☐ I am unable to attend but please put me on your mailing list

PARTICIPANT'S DETAILS		Number of Delegates	Fees Payable
1	Name (Dr/Mr/Mrs/Ms)	NRIC No	Designation
	HP No	Email	PEB <input type="text"/> SCEN <input type="text"/>
2	Name (Dr/Mr/Mrs/Ms)	NRIC No	Designation
	HP No	Email	PEB <input type="text"/> SCEN <input type="text"/>
ORGANIZATION'S DETAILS			
Company Name			
Company Address			
Contact Name			
Tel			
Email			
Fax			