

# GetReady4Green Overview and network

Would you like to find out more about what green corporate culture can do and what role human resources can play? GetReady4Green is the ideal format. If you are curious about the topic and you would like to raise your corporate culture to a future-oriented level, then this half-day training course – in a classroom or virtual – is just right for you.

You will acquire the know-how regarding the framework conditions that are necessary for a successful green culture. Concepts such as self-efficacy, psychological security, cognitive dissonance and findings relating to the rebound effect are placed in a clear and well structured context: We establish a connection between scientific findings, HR in practice, and a green organisational culture. This way, you will gain ideas and inspiration for your own organisation.

And gain maximum benefit from GetReady4Green:

of a green culture enable a new approach to existing ideas and make previously unexploited action potential accessible.

- Focus: With our training you will improve your understanding of what is most important when it comes to the development of green culture and this enables more structured and focused action.
- Relevance: GetReady4Green has been designed as an interactive program that is set up for a concrete



- Learn from practical examples: We have compiled and analysed a set of successful and unsuccessful examples of green culture development from the field and, based on these, we have determined how sustainable change can work for your company.
- Make better use of what's already available: The findings on psychological processes during development

transfer. Change impulses can be specified in concrete terms during the training and transferred to your own organisation.

- Well equipped: We provide you with methodically prepared documentation that supports you with the transfer of your enhanced knowledge.

