

become **SDG**  
**LEADERS**

**SDG CHAMPIONS**

SUSTAINABLE DEVELOPMENT GOALS



*SDG CHAMPIONS FRANCE*

We want a world where  
unity is strength



*Diversity in unity*

*Humanity is one big family,  
we must take care of each other.*

*We also have to take care of the Earth  
which is our common house and our only home.*

*Let's build together, for future generations,  
a better, peaceful, and happy world,  
where all human beings will enjoy freedom,  
in peace and security.*

# We are all leaders !



Since September 2015, the 2030 Agenda adopted by the 193 UN member countries is our shared roadmap and strategic action plan to fix the broken world and build a better one. SDG Leaders are in charge of making courageous decisions and leading bold actions, specifically :

– **Align the activities of companies with the 17 SDGs (Sustainable Development Goals),** against global warming, and the massive destruction of biodiversity.

– **Review business processes and models** without degrading productivity or profitability.

– **Overhaul the organization and culture** in 2 to 5 years.

Our Become SDG Leaders program prepares to lead united, supportive, and motivated teams, applying the 3 principles of freedom of action, focus and economy of means to obtain decisive effects and produce measurable results and massive impacts.

Real life is vitality, goodness, love and joy in the action of each day, in accordance with a sense of responsibility

# BECOME THE SDG LEADERS YOUR COMPANIES NEED

## A transformative experience

For directors and managers in charge of 30 to 100 employee-teams, engaged in sustainable development projects with an ESG Environmental, Social and Economic approach, *Become SDG Leaders* is an opportunity to develop their leadership, and to (re) discover proven methodologies to succeed in their projects.

## Vision, creativity, impact



## + OBJECTIVES

**CHECK** alignment of purposes and goals with the 5Ps (planet, people, prosperity, peace, partnerships) and the 17 SDGs

**LEAD** project teams and help them overcome their personal and collective limits

**FACILATE** the daily collaboration of supportive, agile, and resilient teams

**IMPART** cross-functional skills, including creativity and innovation

**DEPLOY** action plans in space and time by applying freedom of action, focus and economy of means.

## + RESULTS

**MEASURABLE RESULTS** in line with OKR (Objectives and Key Results) aligned with the company's strategy and the 17 SDGs

**AN UNDERSTANDING** of internal standoffs and external limitations when taking responsibility and engaging in sustainability projects

**STABLE FOUNDATIONS** to accelerate and secure complex projects over the long term

**STRENGTH**, courage, and boldness in united teams

**THE DAILY EXPERIENCE** of a culture of resilience and cooperation in the company or organization

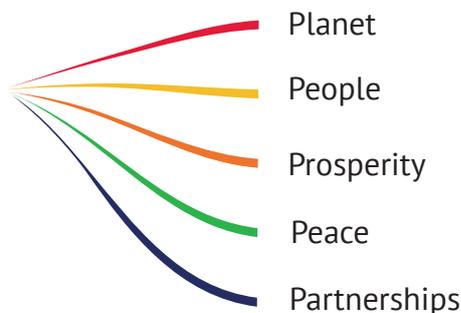
**TRANSFORMATIVE EXPERIENCES** of shifting consciousness and eureka moments to identify and seize opportunities.

## 9 days of project acceleration and security

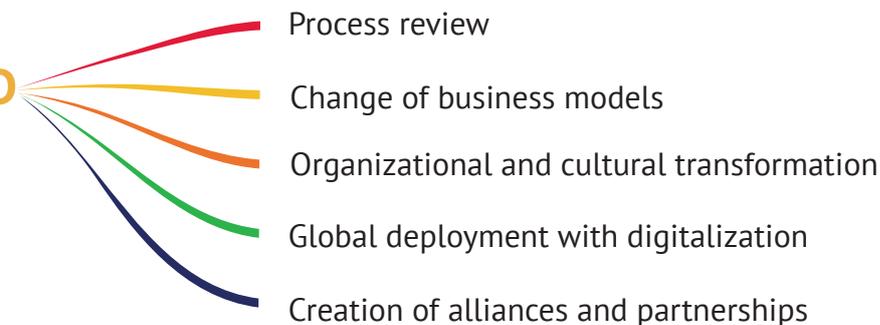
*Become SDG Leaders* is a performative course and a watershed moment. The shared projects and experiences allow participants to discover the keys to developing their leadership skills, getting their teams onboard and swing into action without hesitation, with strength, courage, and boldness. The constructive interactions between participants will advance the company's projects and align them with the 17 SDGs of the 2030 Agenda.

The appropriation of the 5Ps and the 17 SDGs gives a clear understanding of the challenges facing the planet, the barriers and limitations to the implementation of sustainable development projects and, also, the existing opportunities.

### THE 5Ps AND THE 17 SDGs



### STRATEGIC VISION AND EXECUTION CAPACITY



### 5 QUALITIES 20 SDG SKILLS



#### MODULE 1

#### CREATIVITY IN MOTION (CIM)

Leaders intensively train and prepare teams to succeed collectively. They help them develop self-confidence and self-esteem, agility, a taste for action, and a culture of success.

#### MODULE 2

#### ALIGNING PROJECTS WITH THE 5Ps

Managing complex projects with major stakes and tight deadlines revisits proven methodologies, put in synergy with the levers of growth. The 5Ps and the 17 SDGs are the framework for action, the road-map and also the inspiration and motivation to go beyond one's own limits.

#### MODULE 3

#### EMPOWERMENT AND COACHING PROCESS

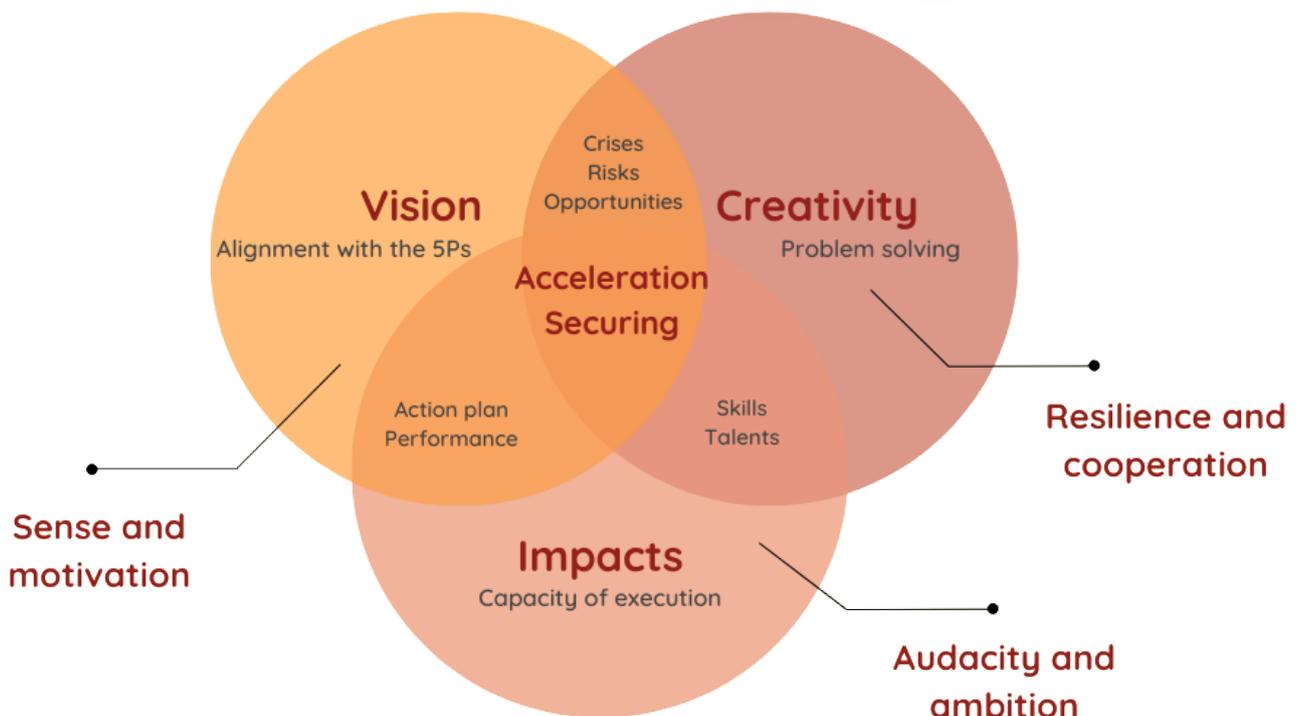
When recognized and supported within organizations, everybody will, in one's own way, contribute to building a better world that respects the planet and its inhabitants. Pedagogy, collaborative work platforms, evaluation, and monitoring tools for sustainable development projects will secure daily action.

# An experiential pedagogy



**MOVING  
FROM  
BABY STEPS  
TO**

**GIANT  
STEPS**



# DETAILED PROGRAM

The following inputs and exercises are presented as a guide. Each seminar will be adapted to the specific needs of the participants.

# 1

## CIM - SELF-CONFIDENCE AND SELF-ESTEEM

Discover the 9-day path of the *Become SDG Leaders* program, clarify the vision of a successful project path and set the foundations for stable and committed teams to build a better world.



resources

- +Aventador: Steps to a successful project aligned with the 17 SDGs
- +Toruk Makto: Principles of team and partner engagement



SDG skills

- +Have a clear vision of the levers for transforming pessimism into optimism
- +Clarify how to build self-confidence and self-esteem of team members
- +Make courageous decisions in emergency situations



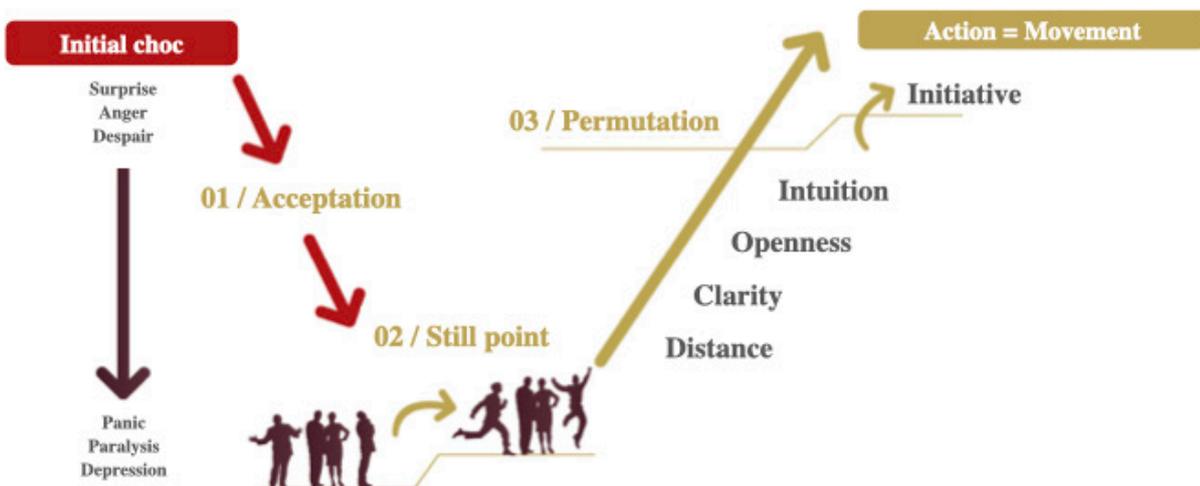
project facilitation

- +Addressing the major challenges of the 2030 Agenda and its 17 SDGs through an ambitious project
- +Vision and execution: Differentiating between dream and imagination versus reality



meditation

- +Getting in touch with our strengths, talents and qualities



# 2

## CIM - AGILITY, TASTE FOR ACTION

Decode the dynamics of decision-making in emergency and/or crisis situations, develop the environment and support structures for the qualities needed to achieve innovative projects, and deploy the energy of team members.



resources

- +Nick Vujicic: Iterating to final success
- +Honda: The Power of Teams



SDG skills

- +Improve decision-making ability
- +Link intuition and logical analysis to consider possible scenarios
- +Acquire the deciphering keys of fears and doubts



project facilitation

- +Develop support for taking initiatives (problem solving, meetings, spaces)
- +Solve complex problems in a creative and iterative way; cooperate, collaborate, and help each other



meditation

- + Clarify what drives, excites, and motivates us

# 3

## CIM - CULTURE OF SUCCESS

Co-construct ambitious projects that make sense and produce massive impacts, that are commensurate with local and global problems and challenges, share your vision, and move forward step by step to final success.



resources

- +Yelena Isinbayeva: Accomplishing feats
- +Moveable bridge: Step by step



SDG skills

- +Avoiding the temptation to trivialize, mutilate and reduce
- +Recognizing needs, asking for help, and building trust and solidarity



project facilitation

- +Sharing sustainability challenges, innovations, and practices
- +Make sure your project OKR are aligned with the 17 SDGs



meditation

- +Clarify your truth and your life path

# 4

## 5Ps - PLANET - REVIEW PROCESSES

Participate in a global project that makes sense; repair and/or mitigate the damage caused by our consumption and production; understand the principles of interdependence of ecosystems and deduce new opportunities for growth and development that strengthen and nourish synergies.



resources

- +Strategy: The Ender Strategy
- +Process: Toyota model and circular economy principles
- +Kairos: Seizing the right moment



SDG skills

- +Participate in a meaningful and growth-generating project (connection, harmony, unity)
- +Embrace paradoxes, ambiguities, and contradictions, and have healthy and adapted reactions to situations of uncertainty



project facilitation

- +You are in 2045, there is an acceleration and amplification of the project. What is your vision of success (path, impacts)?
- +How can you integrate the SDGs into your project management and value chain to fix mistakes?
- +Mapping the impact of your project in interdependence with the 17 SDGs (*outside-in and inside-out*)



meditation

- +Aware of my weakness and vulnerability, what new vision do I have of the world and my project?
- +Responding to the needs of current and future generations and daring to go beyond your limits

### PARTNERSHIP

+act as facilitator, sherpa and catalyst



### PLANET

+meet the needs of current and future generations



### PEACE

+advocating for justice and inclusion



### POPULATION

+optimize its behavior in an uncertain environment



### PROSPERITY

+build a life in harmony with others and the planet



Humanity is one big family, we must take care of each other. We must take care of the earth which is our common house and our only home

# 5

## 5Ps - PEOPLE - CHANGING ECONOMIC MODELS

**Take distance and height; decide and act quickly with benevolence, sobriety and solidarity; imagine and build innovative and sustainable projects on the long term; contribute to a decent life for all.**



resources

- +Churchill: "Blood, toil, tears and sweat"
- +Business model: Circular Canvas (Circulab)



SDG  
skills

- +Finding inspiring role models who combine kindness and rigor in dealing with challenges
- +Resilience and cooperation: Facing crises and seizing new opportunities
- +Realizing potential in an uncertain environment



project  
facilitation

- +Using the constraints of the 5Ps and the 17 SDGs as sources of creativity
- +Creating new business models based on stakeholders' potential
- +Strengthen the commitment of employees and stakeholders



meditation

- +Finding confidence and stability to coach, grow and advance the team
- +Living together in the human family

# 6

## 5Ps - PROSPERITY - ORGANIZATIONAL AND CULTURAL TRANSFORMATION

From a new perspective on the regenerative and cooperative capacities of both the planet and its inhabitants, participants will discover the levers of organizational and cultural transformation, and the means to accompany change in a regular and constant manner.



resources

- +Innovation: Breaking out of the box and transforming reality
- +Intelligence and success: Growth Mindset



SDG skills

- +Putting oneself in service mode, changing one's state of consciousness and paradigm
- +Mindfulness, focus and passion to support change



project facilitation

- +Leading organizational and cultural transformation (timing, steps, success factors) in order to achieve the momentum effect
- +Seizing opportunities and coordinating actions on the ground
- +Developing a regenerative and value-added economy



meditation

- +Generosity: Produce concrete results that are measurable and understandable by all

# 7

## 5Ps - PEACE - GLOBAL DEPLOYMENT WITH DIGITALIZATION

Advocating for justice and inclusion; discovering identity, place, and mission; applying freedom of action, focus, and economy of means; and acting with purpose until ultimate success.



resources

- +Ethical: The Ten Principles of the United Nations Global Compact for acting responsibly and ethically
- +Tactics: Applying freedom of action, focus and economy of means in crisis management



SDG skills

- +Identity, Place and Mission: Develop authenticity, legitimacy, and credibility
- +Creating new synergy-generating functions (facilitator, sherpa, catalyst)



project facilitation

- +Inclusion: Acting with determination until ultimate success
- +Deploying large projects using leverage and the domino effect



meditation

- +Being the first, unique and different (Jean-Claude Biver - Hublot)

Let's build together, for the future generations, a better, peaceful, and happy world, where all human beings will enjoy freedom, in peace and security



## 5Ps - PARTNERSHIPS - CREATING AND FACILITATING INTERNATIONAL ALLIANCES AND PARTNERSHIPS

**Participate in large-scale initiatives with major impacts; break through internal blockages and external limitations and stay united no matter what; Unity creates strength.**



resources

- +Leadership: Understanding the 5 Levels of Leadership (Jim Collins)
- +Market: Know the Gartner Magic Quadrant (Vision / Execution) to increase vision acuity and execution capability
- +Roles: Clarify team and stakeholder roles using Yves Enrègle's RGOM model



SDG skills

- +Alignment: Create the conditions for strong and sustainable support
- +Selecting passionate and motivated team members, partners, and allies



project facilitation

- + Joining an alliance, building sustainable partnerships, and staying united
- +Increasing client and stakeholder engagement



meditation

- +Unleash your energy

# 9

## EMPOWERMENT

There is a pre and post Day 9. Solemn moment of project presentation; creation of quartets to move forward collectively; next steps; celebration and sharing of the joy of the intensive moments shared together.



resources

- +Perseverance: Drawing inspiration from the example of Admiral Stockdale
- +Flow: Discover Hassetsu, the 8 steps of archery according to Kyudo



SDG skills

- +Face the storms and act with determination until the final goal
- +Acting in flow
- +Live fully, give now and protect always



project facilitation

- +Take the first steps and the giant steps
- +Present the V2MOM of your project
- +Sharing the fruits of action and rejoicing in success



meditation

- +Let yourself be inspired by the tale of Lady Holle

## AGILE TEAMS

### JOIN US!

LET US AWAKEN THE HEART THAT GIVES FREE WILL AND A SENSE OF RESPONSIBILITY.

REAL LIFE IS THE VITALITY, GOODNESS, LOVE AND JOY OF MEN AND WOMEN OF ALL AGES AND ALL COUNTRIES.



# DEVELOPING TALENTS

Attracting, developing, and deploying the full potential of talent is a major challenge for all organizations.

The *Becoming SDG Leaders* offers several opportunities in response to the needs of the participants:

- Participate in an ambitious project and find meaning in their actions
- Believe in oneself and grow
- Be part of a professional and joyful community of support
- Become aware of one's SDG competencies (strong, transversal, soft skills) and put them at the service of projects and teams

## 20 SDG SKILLS

### PLANET

- +Responsibility: Build solid foundations, take responsibility for big challenges, and dare to go beyond one's limits
- +Unity: Participate in a project that brings meaning and growth
- +Interdependence: See reality with new eyes
- +Weakness and vulnerability: Act with strength, courage, and audacity

### POPULATION

- +Resilience and cooperation: Face crises and seizing new opportunities
- +Goodness and rigor: Use good judgment in decision-making
- +Sobriety: Appreciate, recognize, and value available resources
- +Family: Create the conditions for harmony, mutual aid, and fraternity

### PROSPERITY

- +Generosity: Produce concrete results, measurable and understandable by all
- +Service: Change the state of consciousness and paradigm
- +Innovation: Break out of the box and transform reality
- +Opportunities: Coordinate actions on the ground

### PEACE

- +Identity, place and mission: Develop authenticity, legitimacy and credibility
- +Facilitator, Sherpa, Catalyst: Create new functions that generate synergies
- +Freedom of action: Apply freedom of action, concentration of effort and economy of means
- +Inclusion: Act with determination until ultimate success

### PARTNERSHIPS

- +Expertise: Act as facilitator, sherpa and catalyst
- +Alliances: Build sustainable partnerships and staying united
- +Responsible leadership: Increase the capacity to execute and the acuity of vision
- +Alignment: Create the conditions for solid and sustainable support

At **SDG CHAMPIONS**  
we unite body and mind  
combining mind, heart, feet and hands

## ACCELERATE AND SECURE

Experience in implementing complex projects under uncertainty shows the critical importance of several factors:

### +VERTICALITY

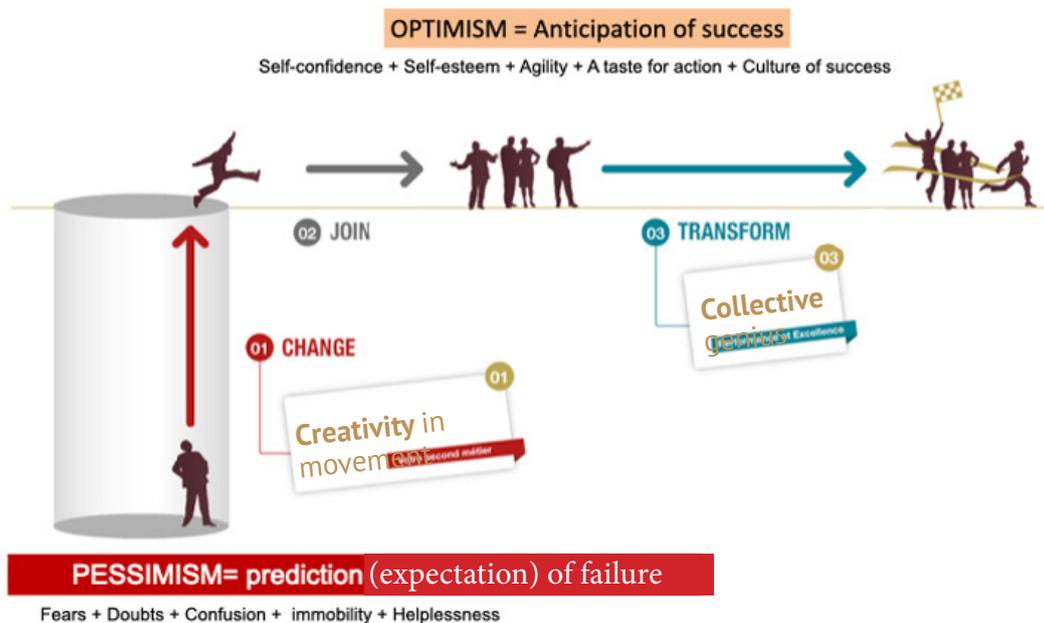
Developing the team's vision and ability to execute to overcome internal standoffs and external limitations

### +INTERDISCIPLINARITY

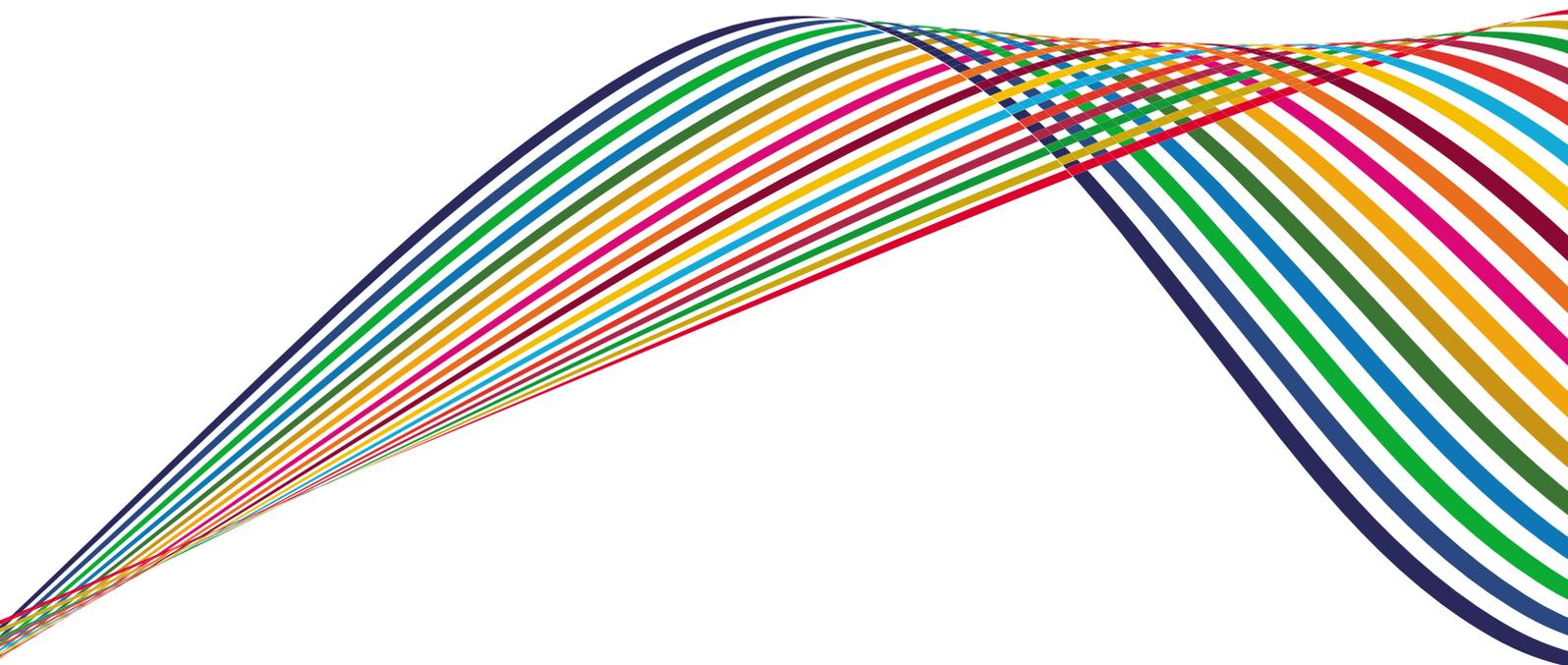
Bringing together and making actors from different disciplines and different worlds (companies, local authorities, associations) collaborate by reinforcing mutual recognition and respect

### +SUPPORT AND SOLIDARITY

Create complementary and agile quartets to get through the ups and downs to the final goal.



The *Become SDG LEADERS* program focuses on the body with training in the here and now



**Become SDG LEADERS** is a program created by O.VISION Consultants for the Better We Better World Initiative and SDG CHAMPIONS.

**Price** : From 2,700 euros (excluding VAT) in person, excluding accomodation and transport costs.

**To learn more** : [www.sdg-champions.fr](http://www.sdg-champions.fr)

**For any questions** : [formation@sdg-champions.fr](mailto:formation@sdg-champions.fr)