



Maximizing Your Team's Sustainability Impact

1 Week Experience

Keeping up with the social, economic, and environmental impacts of fast-moving corporate sustainability megatrends takes work. Increasingly, C-suite leaders are prioritizing sustainability as a core strategy to address the opportunities and risks facing businesses today. But how can you support your organization's broader sustainability strategy as a department leader or team leader?

This one-week experience, featuring Yale School of Management faculty member Todd Cort, provides the concepts and tools necessary to help aim your team's efforts at achieving sustainability goals by identifying which risks and opportunities best overlap with your sphere of influence.

Key Learnings

- The business impacts of sustainability megatrends
- The four principles of stakeholder engagement
- How to assess the potential impact of threats
- How to prioritize sustainability risks and opportunities

Assignment Details: The Materiality Matrix

Complete an analysis of your organization's sustainability risks and opportunities:

- Business impact vs. stakeholder importance
- Likelihood, regionality, and scale of impacts
- Associated trends



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Estimated Time Commitment: 2.5–3 hours

Faculty Video Lectures: 30 Minutes

Create Action Plan: 75–90 Minutes

Interactive Activities: 45–60 Minutes

Faculty Director: Todd Cort, PhD



TODD CORT

Todd Cort is a Senior Lecturer in Sustainability at the Yale School of Management, and serves as Faculty Co-Director for the Yale Center for Business and the Environment and the Yale Initiative on Sustainable Finance.

Dr. Cort has worked extensively with companies and investors across industrial sectors. His experience ranges from 'on the ground' implementation of sustainability programs to corporate level communication and investor strategy development.