Navigating Your Path to a Green Career

Beth Offenbacker, PhD
Waterford, Inc.

April 28, 2020
Beth’s Experience and Expertise

Executive/Leadership Coach and Consultant with experience and expertise in the Green Industry

- 25+ years of experience at the local, state, regional, national, international levels
- Investor-owned companies, nonprofits, public sector

Individual and small group coaching for emerging, mid-level, and senior-level Green Professionals

Green Talent Management strategy and programs for Green Organizations

Energy & Clean Tech | Green Urban Village
Conservation & Forestry | EcoTravel
TreeStewards of Arlington and Alexandria take the lead within their communities to enhance a sustainable urban forest through volunteer activities and public education programs.
EQ for Your Green Career

The Four Experiences in Times of Challenge
(Offenbacker, 2020)
Climate Change and COVID-19

Anxiety
- Lack of Control/Fear
- Name It & Acknowledge the Feeling

Ambivalence
- Resistance
- Who do I want to Be?

Aspiration
- Hope
- What are my Values?

Anger
- Blocked
- What Options do I have?

Based on Lertzman (2020), Six Seconds (2020); Kimsey-House, Kimsey-House, Sandahl, & Whitworth (2018)
Your Window of Tolerance

**Freeze**
- Numbness
- Depression
- Trapped
- Helpless

**Flight**
- Anxiety
- Fear
- Worry & Concern

**Fight**
- Rage
- Anger
- Irritation
- Frustration

**Connection**
- Social Engagement
- “I Can Handle It”

Always contact a medical/mental health professional if you need help

- calm
- curious
- secure
- adaptable
- intellect + emotions
- present
- compassionate
- mindful

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The Six Seconds Model

Source: Six Seconds  
www.6seconds.org
Keep Inspired

Janine Finnell
Leaders in Energy

Beth Zonis
Cleantech Open Northeast

Habiba Ali
SOSAI Renewable Energy

Juliet Davenport
Good Energy

Nicole Steele
GRID Alternatives
Mid-Atlantic

Christiana Figueres
Global Optimism

Laurie Wiegand-Jackson
Board Of Directors at Council for Women in Energy & Environmental Leadership

Nthabiseng Mosia
Easy Solar

Hana Vizcarra
Harvard Law School
Environmental and Energy Law Program

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Alignment

- What We Do
- How We Do It
- Why We Do It

EQ

Action
Choice
Purpose
WATERFORD, INC.

Your Green Career Strategy

Use the TREETM Metaphor

TIMELY

RELATIONSHIPS

EXPERTISE

EXPERIENCE

STRATEGIC

Waterford, Inc.
People | Planet | Performance

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Build Your Brand House

Purpose
I help Green Professionals and Green Organizations step into their next great opportunity

Value Proposition
Green Expertise
Extensive experience in the Green Industry
- Energy & Clean Tech
- Green Urban Village
- Conservation & Forestry
- EcoTravel

Executive/Leadership Coaching
Career Success for Mid-level and Senior Executives
- Career Strategy & Mgmt
- Social Intelligence
- Leadership Development

Talent Mgmt & Stakeholder Engmt
Skills and Competencies for Organizational Success
- Talent Strategy
- Workshops & Training Pgms
- Engmt for Policymaking

Pillars

Proof Points

Essence
Elevate Impact and Results

Values
People | Planet | Performance

Source: Based on a framework by Emile Mac Gillavry

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Relationships are the Real Work of Work

– Ann Farrell
EQ for Your Green Career

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EQ-In-Action

What am I feeling?

What options do I have?

What do I truly want?
Green Economy Map
Industries and Sectors within the Green Economy

For a clickable version of this Green Economy Map, visit www.GreenCareerCentral.com/map.
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Source: www.greencareercentral.com/green-careers-book/
Your Green Career Plan

Your personalized Green Career Plan

Completed during the one-on-one, 8-session Green Career Coaching program offered by Beth Offenbacker, PhD
Market

- What challenges or needs do companies, agencies, and nonprofits have today?
- Which part of the Green Economy Map are you focusing on?
- What relevant professional development and training do you have? (last 3-5 years)
  - Certifications
- Education
Opportunities

• Focus Area
  • Follow the data
    • What is costing industry money?
    • What environmental/health/safety/economic trends are driving policy right now?
    • How do they match up with the specialty/skills you offer?

• Growth opptys: Look for policy changes pending and recently passed
  • Green Finance
  • Green Buildings – PACE, C-PACE
Recession-Proofing

- “Bread and Butter” Organizations
  - Utilities
  - Public Agencies – Federal and State
- Security in Numbers – But Not False Security
  - Larger NGOs (Environmental Defense Fund, ACORE, etc.)
  - Think Tanks (WRI, IREC, EPRI, etc.)
  - Professional/Trade Associations (SEPA, US Energy Assn, etc.)
Portfolio

- What are your **existing core skills**?
- What **experience** do you have?
  - Specific
  - Transferable
  - Samples
- Relevant **professional development** and **training** (last 3-5 years)
- **Education**
Changing Career Paths

1. Pro bono projects
2. Volunteering
3. Networking
Always Have a Plan B

- Keep Networking – Relationships Matter
- Continue Building Your Portfolio
- Hone Your Expertise
- Keep Your Resume Updated

- Average 5-6 months to land a new position
Green Career Workshops

Co-hosted with Leaders in Energy, www.leadersinenergy.org

More than 180 registrants to date in our Green Career programs

- Green Career Workshop 1.0: What’s Your Green Career Plan?
- Green Career Workshop 2.0: What’s Your Green Search Strategy?

Next sessions in May and June 2020
Green Career Workshop 1.0
Green Career Workshop 2.0

Held via Zoom
Limited Seats

Info Session on Monday, May 18
RSVP at https://www.waterfordinc.com/green-career-workshops
Reach Out To Me

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