



# **Navigating Your Path to a Green Career**

**Beth Offenbacher, PhD,  
CPCC, ACC  
Waterford, Inc.**

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# 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.



More Places. More Often. More Columbia Pike.



Commonwealth Atlantic Properties Inc.

UNIVERSITY OF THE DISTRICT OF COLUMBIA

CENTER FOR SUSTAINABLE DEVELOPMENT AND RESILIENCE

# EQ for Your Green Career

## The Four Experiences in Times of Challenge

(Offenbacher, 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

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



calm      curious      secure  
adaptable      intellect + emotions  
present      compassionate  
mindful

# The Six Seconds Model



Source: Six Seconds [www.6seconds.org](http://www.6seconds.org)

# Keep Inspired

Janine Finnell  
Leaders in Energy



Beth Zonis  
Cleantech Open Northeast



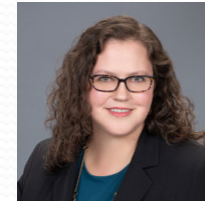
Nthabiseng Mosia  
Easy Solar



Juliet Davenport  
Good Energy



Hana Vizcarra  
Harvard Law School  
Environmental and  
Energy Law Program



Nicole Steele  
GRID Alternatives  
Mid-Atlantic



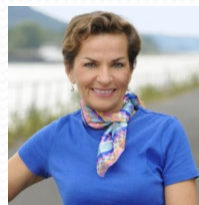
Laurie Wiegand-Jackson  
Board Of Directors at  
Council for Women in  
Energy & Environmental  
Leadership



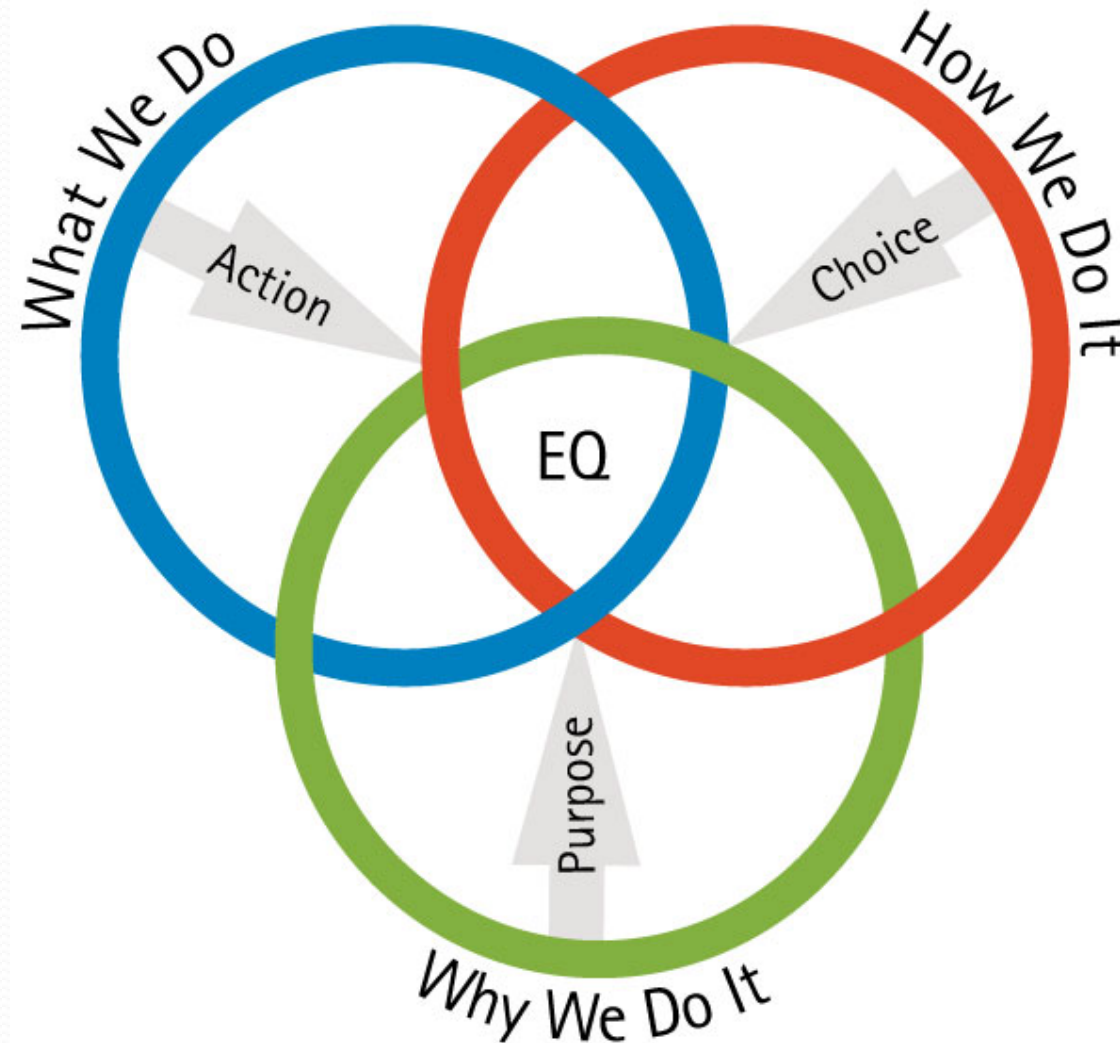
Habiba Ali  
SOSAI Renewable  
Energy



Christiana Figueres  
Global Optimism



# Alignment





**WATERFORD, INC.**

**Your Green  
Career Strategy**



Use the TREES™ Metaphor

**TIMELY**



**RELATIONSHIPS**



**EXPERTISE**



**EXPERIENCE**



**STRATEGIC**



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People | Planet | Performance

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# Build Your Brand House



# The Value of Relationships



# EQ-In-Action

What am I  
feeling?

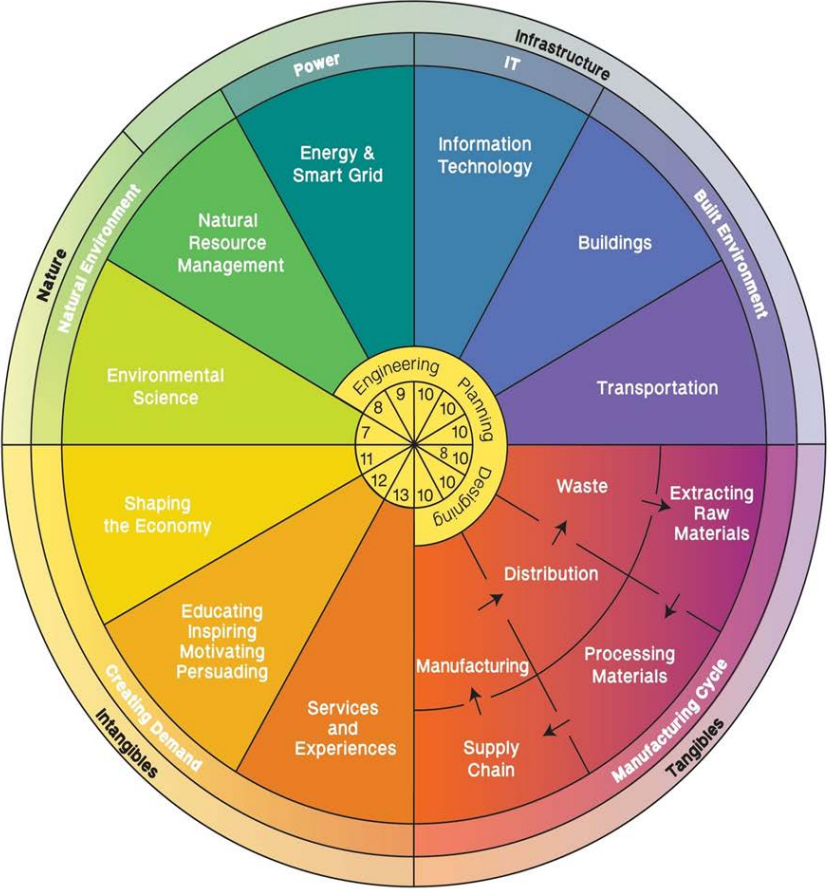


What  
options  
do I have?

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](http://www.GreenCareerCentral.com/map).  
 © 2009-11 Transition Dynamics Enterprises, Inc. Used with permission.

Source: [www.greencareercentral.com/green-careers-book/](http://www.greencareercentral.com/green-careers-book/)

## What does the "on-ramp" look like?

### Employers

- "Building it" - Market, Network
- How do you establish access?

### Your Green Recruiting Plan

Market Needs  
Business Goals  
Strategies / Experiences  
Invitations and Applications

### Job Seekers

- "Seeing it" - Employers, Role
- How to access it?

### Your Green Career Portfolio

Skills  
Competencies  
Knowledge  
Experience



### Influencing Factors

Social | Technological | Environmental | Economic | Political

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People | Planet | Performance

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# Your Green Career Plan



Your personalized  
**Green Career Plan**

*Plans, Tools, and  
Resources, with  
the one-on-one  
Green Career Coaching  
offered by  
Beth Offenbacher, PhD,  
CPCC, ACC*

# 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





# 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**



A photograph of a dirt path winding through a lush green forest. The path is covered in fallen leaves and leads towards a bright, sunlit clearing. Large tree trunks are visible on the left side of the path.

# 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](http://www.leadersinenergy.org)

*More than 200 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 February 2021

Held via Zoom

Limited Seats

- Also available on-demand, starting in December 2020
- **Info Session (for February workshops)** in Jan 2021



**Sign up to be notified about these events at**

<https://www.waterfordinc.com/newsletter-sign-up>

# Green Career Momentum



6 Sessions  
Weekly  
Starting December 15

Listen to our recent Info  
Session

<https://www.waterfordinc.com/green-career-momentum>



# Green Career Meet-Up

More than 200 registrants have participated in our Green Career programs to date

**Winter 2020**

*Stay tuned for details*

- Online





# Reach Out To Me



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