



# WEBINAR

## Ecological Intelligence:

### How Knowing the Hidden Impacts of What We Buy Can Change Everything

Complimentary Webinar is co-sponsored by  
*The Institute for Sustainable Enterprise (ISE) and  
Transitioning to Green (TTG)*

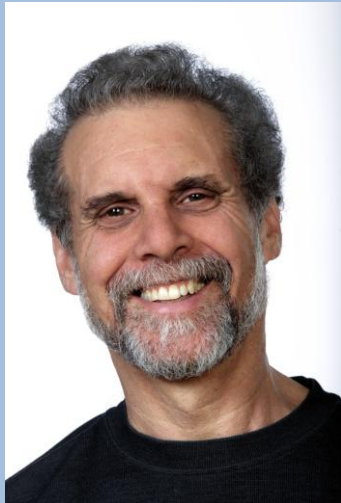


Photo by P. Shoul

Remote Presenter:

Dan Goleman

Noted Author  
of  
*Emotional  
Intelligence*

#### About Dan Goleman

Daniel Goleman's best-known book, *Emotional Intelligence*, has been published in 40 languages and became a worldwide best-seller. His articles on leadership are in *Harvard Business Review's* "top must-reads." His latest book, *Ecological Intelligence*, argues that a coming wave of information systems will create marketplace transparency about the true ecological impacts of consumer products. This ecological awareness will create a market-driven mechanism that rewards companies best able to innovate and reinvent, making sustainability central to business strategy. TIME Magazine featured *Ecological Intelligence* on its cover as one of "Ten Ideas Changing Our World."

#### Presentation Highlights

- Hidden environmental consequences of what we make and buy
- How this knowledge can drive the essential changes we all must make to save our planet and ourselves
- Shifting the balance of power from the seller to the buyer
- How "radical transparency" will enable consumers to make smarter purchasing decisions and drive companies to rethink and reform their businesses

Monday, September 21, 2009  
1:00 – 2:45 p.m.

#### Live Viewing/Discussion in Hartman Lounge

Hennessy Hall (The Mansion)

Fairleigh Dickinson University  
College at Florham, Madison, NJ

Register by 9/18/09:

<http://www.fdu.edu/forms/chrmsregister.html>

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or



Call: 973.443.8577

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- This webinar will be available live on the web from 1:30 – 2:45 through Transitioning to Green, [www.transitioningtogreen.com](http://www.transitioningtogreen.com).
- To register for the **free online webinar only**, send an email to: [golemanevent@transitioningtogreen.com](mailto:golemanevent@transitioningtogreen.com)
- Copies of Dan Goleman's conversations with thought leaders on ecological awareness, and the leadership implications of the new era of transparency, are available at: <http://www.morethansound.net/ecological-awareness.php>

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Colleague Name: \_\_\_\_\_ Company: \_\_\_\_\_ Email: \_\_\_\_\_