



## WORKSHOP

# “Sustainability as Legacy Leadership” Sessions

## HOW TO BUILD A RESILIENT, BUDGET-SMART SUSTAINABILITY STRATEGY THAT LASTS

This isn't a keynote. It's a hands-on half-day workshop designed to move you forward, designed for forward-thinking UK Councils. If you're tired of sustainability being framed as a cost or reduced to box-ticking, this session is for you.

Led by Profit Impact, award-winning sustainability strategists with real-world experience supporting UK councils and SMEs, this practical session helps local authority leaders do what they do best: create lasting change.

You'll leave with clarity, confidence, and a prioritised plan tailored to your council's goals and constraints.

### Who it's for

- Chief Executives & Council Leadership Teams
- Directors of Strategy, Sustainability, Wellbeing, Procurement or Economic Development
- Heads of Transformation or Finance who want results, not just reports

### Sustainability isn't a cost. It's your leadership advantage.

- Define a sustainability strategy that supports:
  - Local economic resilience
  - Community and workforce wellbeing
  - Compliance with regulatory change (Net Zero, procurement reform)
  - A measurable approach to sustainability for accountability
- Explore case studies from UK councils and high-impact SMEs
- Apply Profit Impact's "Know Your Number" framework to identify practical next steps
- Learn how to align your existing teams and budgets for smarter delivery, not more cost



# Sample Agenda

Flexible and adaptable based on your needs and objectives.

## 1. WHY NOW?

The Case for Sustainability as a Strategic Leadership Lever

- The shifting role of councils: from service provider to local resilience architect
- How sustainability connects legacy, wellbeing, and cost control and goes well beyond net zero
- The opportunity in The Procurement Act and the local economy

**Outcome:** Shared clarity on why this matters now and what's at stake

## 2. DIAGNOSTIC:

Where You Stand Today

Use a live 'Know Your Number' style council-focused diagnostic to identify:

- Gaps
- Hidden strengths
- Priority areas for action

**Outcome:** A shared picture of your maturity and opportunities

## 3. QUICK WINS & STRATEGIC MOVES:

Where to focus first: supplier chains, SME engagement, internal ops?

- What delivers ROI in the next 12 months and what builds legacy?
- Explore "resilience layers": financial, reputational, environmental, and human

**Outcome:** Clear pathways for short- and mid-term impact

## 4. COMMIT & COMMUNICATE:

- How to align executive and departmental goals
- How to frame this work internally and externally (build internal buy-in and public trust)
- Guidance on measuring and sharing success without greenwashing

**Outcome:** Clarity for leadership messaging ideas and ways to measure success

### Practical Details

- Half-day workshop (in-person or virtual options available)
- Customised for your local context
- Includes access to diagnostic tools, facilitation resources & post-workshop action plans
- Optional follow-up coaching available

**Ready to leave a legacy that's measurable, meaningful, and budget-aligned?**

Book your council's workshop:  
[hello@profit-impact.co.uk](mailto:hello@profit-impact.co.uk)

[Book a call](#) to learn more