People, planet, profit: sustainability and leading change

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It is very easy to feel defeated with the current 'climate' regarding the climate crisis. We are deep into a global climate crisis that is likely to affect the quantity and quality of life of all the world's inhabitants. This is largely as a result of human activities, particularly from fossil fuel emissions since the preindustrial era. Extreme climate events are increasing as global temperatures are currently on a target for 3–4°C increases, which will result in catastrophic disruption to food and water supplies and loss of habitat and biodiversity, according to the Intergovernmental Panel on Climate Change. Adaptation to this new world is likely to be required, since the potential for irreversible tipping points may prevent future mitigation. So what can you do about it?

Sustainable development was defined by the UN Brundtland Commission of 1987 as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'. The three pillars of sustainability were described as social progress, environmental protection and economic growth (or people, planet and profit). We will need to move away from an 'extractivist' economy and into a 'circular' economy. The opportunities for this paradigm change in our sector are vast, in developing better preventative healthcare, in supporting staff and community wellbeing and cohesion, and in moulding a sustainable future for our businesses. Veterinary practices are ideally placed, given our cultural authority to drive and innovate within our industry and our communities.

This series of lectures will provide both the information regarding the crisis we are facing, and the leadership skills for you to personally take it forward with you into practice and your lives to feel like you are making a difference. The time is past where we can all sit back hoping against hope that someone else will lead us out of this situation. There are ways to speak and be heard, ways to delicately influence an existing leadership team even if you are junior, and ways to use our 'human chimp' behaviour to get better outcomes in whatever level you

currently work at. The power to influence is examined and detailed with techniques and strategies to take this learning back into your home environment.

There are things that every individual can do, but more power to effect change comes with better strategy – these lectures focus on the practical delivery of change into existing structure (and even achieving delivery through our perhaps, less than enthusiastic colleagues). The further lectures in this stream will give you the tools and techniques to make these changes happen.

KEY LEARNING OBJECTIVES

- Understand the steps to lasting change
- Understand the current sustainability impacts and opportunities within veterinary organizations
- Understand what it will take to change

MULTIPLE CHOICE QUESTIONS

1. What are the three Ps of sustainability?
(A) People, planet and profit
(B) Pets, plankton and plants
(C) Planet, plants and the Pacific
(D) Politics, protest and plenty
2. What do volatile anaesthetic agents such as isoflurane and nitrous oxide result in?
(A) Extreme weather events around the globe
(B) A significant greenhouse gas and ozone-depletion effect
(C) Reduction in the monsoon seasons in equatorial regions
(D) No effect on global climate
3. What are the steps to lasting change?
(A) Panic, call a friend, watch Netflix until the feeling passes
(B) Fall into utter despair whilst contemplating the futility of life and developing an alcohol problem
(C) Get furious with everybody and spend every evening reposting and retweeting memes about climate change to deniers on social media that you do not even know and have never met
(D) Know your outcome, take massive action, course correct, refocus

What did you just say? The power to influence with communication strategy

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Human communication is a product of our personal filters, our beliefs and our focus. We have huge power to change any of these, and in doing so alter the content we effectively deliver in each communication.

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