

Press release from Greenleaf Publishing and The Enterprise Sustainability Action Team

Sustainable enterprise thought leaders launch online Living Fieldbook
‘The book that continues to evolve . . .’

September 18, 2008 – The Enterprise Sustainability Action Team (ESAT) today launched the Sustainable Enterprise Living Fieldbook as an online complement to *The Sustainable Enterprise Fieldbook: When It All Comes Together*, edited by Jeana Wirtenberg, William G. Russell, and David Lipsky and recently published to worldwide acclaim by Greenleaf Publishing and AMACOM (www.TheSustainableEnterpriseFieldbook.net). The Living Fieldbook has a dual purpose: to provide additional content that builds on the book and, more important, to offer users a means to share ideas, activities, tools, and cases, providing an easily accessible vehicle for the rapid delivery of this vital information.

ESAT, an outstanding network of 29 business leaders, consultancies, and academics, worked collaboratively for almost three years to create *The Sustainable Enterprise Fieldbook*. The authors ended the book with an invitation to readers to “energize global sustainability efforts” by participating in its companion, the Living Fieldbook. Today that invitation has been realized.

The Living Fieldbook is free to all registered book users. It offers valuable supplemental content that builds on the book as well as background material that helped shape the authors’ thinking. In addition, the online workspace provides users the opportunity to submit content, share best practices, and join open discussions in which “opinions can be openly progressed, and unanticipated insights and solutions will naturally emerge.”

Like the book itself, the Living Fieldbook covers all aspects of the sustainable enterprise from leadership and employee engagement to strategy, change, and mental models, and from globalization to networking. The initial launch version comprises more than 100 items including dozens of research studies, activities and tools created by the book’s authors, case-related materials, webcasts featuring interviews with some of today’s foremost thought leaders, video links, bibliographic and reference materials, and more.

Among the exciting and inspiring materials currently in the Living Fieldbook are

- [Creating a Sustainable Future: Current Trends and Possibilities 2007-2017](#) – This research report published by the American Management Association features a survey of more than 1,300 managers and employees from over 50 countries across the globe. “[Sustainability: An Evolving Business Paradigm](#),” a related webcast and slides, further analyzes the study.
- [HR’s Role in Building a Sustainable Enterprise: Insights from Some of the World’s Best Companies](#) – This lead article in *Human Resource Planning* journal’s special issue “Building the Triple Bottom Line – HR’s Contribution” introduces the Sustainability Pyramid developed by the Institute for Sustainable Enterprise at Fairleigh Dickinson University.
- [Learning Opportunities for “Engaging the Natural Tendency for Self-organization”](#) – Richard N. Knowles presents an easy exercise that will help any organization learn to use the remarkable Process Enneagram.
- [Seeing the Organization through Different Prisms](#) – Using the Leadership Diamond, Daniel F. Twomey has created two exercises that allow possibilities for sustainability to emerge at the strategic and operational levels.
- [Mastering Sustainable Change](#) – Linda M. Kelley and Stuart Heller show how profound, lasting change requires dismantling old habits and releasing energies to sustain new action patterns.
- [Supporting Critical Mass to Support Change](#) – John D. Adams provides a 5-step influence process and a 13-point checklist for breaking through the “status quo inertia” that often blocks major organizational change.
- [Six Lenses for Sustainable Globalization](#) – The authors of *The Sustainable Enterprise Fieldbook*’s chapter on globalization invite Living Fieldbook users to participate in the completion of this robust tool for exploring an organization’s approach to sustainability from global perspectives. Anything is possible. Join in taking this tool to the cutting edge.

- [Potential Human Rights Uses of Network Analysis and Mapping](#) – Sponsored by the American Association for the Advancement of Science, this report examines the potential of both new tools and existing network analysis and network mapping applications to assist human rights work. The entire report is available via a link to the AAAS website.

For more information or to join the Living Fieldbook workspace, please click here:
www.TheSustainableEnterpriseFieldbook.net. Contact: Jeana Wirtenberg at 973-335-6299 or William G. Russell at 201-592-0055.