



Environmental Leadership

By Jim Slavin

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In a recent radio interview David Suzuki, one of Canada's leading environmentalists, reported that unlike a few years ago, not only was he invited to speak to the Toronto Board of Trade, his presentation was enthusiastically welcomed. He sees this as societal movement where business leaders include the well-being of the environment as a critical part of their business success.

For a number of years, one of The Delfi Group's key clients has been Ducks Unlimited Canada (DUC), a not-for-profit organization that for over 70 years has enjoyed the support of forward-thinking Canadian environmentalists. These men and women come from corporate and small business, government and private lives of personal commitment. They realize that healthy duck habitat (wetlands as well as upland nesting habitat) also equates to healthy ground water and surface water flows, healthy carbon sequestration, healthy flood control, biodiversity and healthy tourism (hunting and nature watching).

In serving DUC, The Delfi Group's focus has been on leadership development. DUC managers lead teams that do everything from fundraising, environmental research, and implementing habitat protection measures, to the necessary networking activity that leads to results such as "green" political decisions, land securement, and international agreements such as the North American Waterfowl Management Plan, signed in 1986 by Canada, Mexico and the U.S. Jamie Fortune, DU Director of Regional Operations for Eastern Canada and a graduate of the Delfi Results-Centred Leadership program, states:

"The essence of success in business or conservation is leadership. Our survival on this planet depends upon our collective ability to embrace sustainability. We need strength and skills to be leaders, and also the wisdom to follow."

Over the history of DUC, doing the right thing for the environment has meant the conservation of over 4.6 million acres, while influencing 33 million more acres in Canada through policy and conservation measures. This level of ongoing success is only possible due to the support and influence of businesses. For a complete list of DUC corporate supporters and more information about activities, visit their Wetlands for Tomorrow website at wft.ducks.ca, and see how your concern about the environment can translate into action.

Jim Slavin is an Associate of The Delfi Group since 1997, specializing in Personal Responsibility workshops and Leadership learning and coaching. <http://thedelfigroup.com>

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