

**Designing Enduring Organizational Change: A Participatory Roundtable**  
**Rick Diamond and Christopher Payne, Lauren DeMates, and Anna Scodel, Lawrence Berkeley National Laboratory**

**Wednesday, October 21**

**12:30 pm – 3:30 pm** (includes 1 break | no lunch)

**Offered at no charge**



In this interactive workshop the presenters will address the challenge of looking beyond the role of individuals and their actions as consumers or users, and tackle the role of the organization as the focus for persistent sustainable change. The workshop presenters will share a simple suite of tools including a model for organizational change, introduce the "Role, Rules, and Tools" approach for understanding the specific context for organizational change, and provide eight evidenced-based principles for organizational change. The presenters will give case studies showing how these tools have been used, and the participants will then be engaged in working through example scenarios, either with their own examples or with ones brought by the team. The workshop was originally developed with federal agencies as the focus, but has expanded to cover both other public sector as well as private sector organizations.

Participants will:

- Understand the basic model for Behavior Change
- Know how to use a framework for diagnosing how to implement an action plan for organizational change, and the "Roles, Rules, and Tools" rubric for customizing an action plan
- Be familiar with the 8 "principles for institutional change," and know how to apply them in specific situations
- Review the fundamentals of case studies and apply this material to their needs in their own workplace environments
- Enjoy the benefits of sharing experiences with peers about how they have worked in these areas previously

**Workshop format:** Lecture and some group activities with interactive group tasks

**Who should attend:** People who participated in the workshop at previous BECC conferences--and who gave it high marks--came from a diverse background, including the public, private, and academic sectors. The public sector was represented by staff from several cities as well as sustainability staff from federal agencies. Private sector was represented by sustainability staff from industry, e.g., Boeing, software companies, and consultants. The academic sector was represented by both facility staff with responsibility for sustainability as well as academic researchers. There was also a large international contingent, including students and researchers.