



A Grassroots Approach to Organizational Change

By Shauna Thompson

What happens when the
largest exchange
organization in the world
decides to grow green?



How do we get them to
come to us?



Lessons Learned

- ▶ Solve a problem in a new and exciting way that gives people something to look forward to
- ▶ Engage people by exposure to common interests, asking questions and creating a space where they are open to learning
- ▶ Create a sustainable legacy that can transcend any one person's organizational influence

Questions?

