

What are businesses looking for?

Insights from ISSP's 2015
Sustainability Hiring Survey

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ISSP Sustainability Hiring Survey

What we wanted to know:

- What skills and attributes are organizations looking for when hiring a sustainability professional?

Why we wanted to know it:

- Guidance for our members: aspiring and seasoned professionals
- Learning objectives for training and education
- Validation of ISSP professional certifications
- Relationship to ISSP 2010 Competency Study



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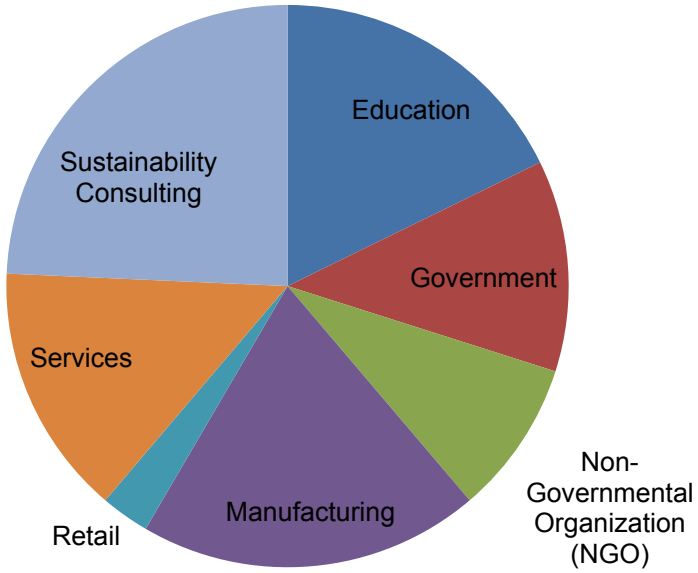
Methodology

- Target audience: Sustainability hiring managers and HR professionals
- Web-based deployment: summer/fall 2015
- Distributed through membership, partner organizations (e.g. AASHE) and LinkedIn networks (e.g. Sustainability Professionals – 100,000+)
- Sample Size: 213
- Administered in English only
- Supplemented with one-on-one interviews

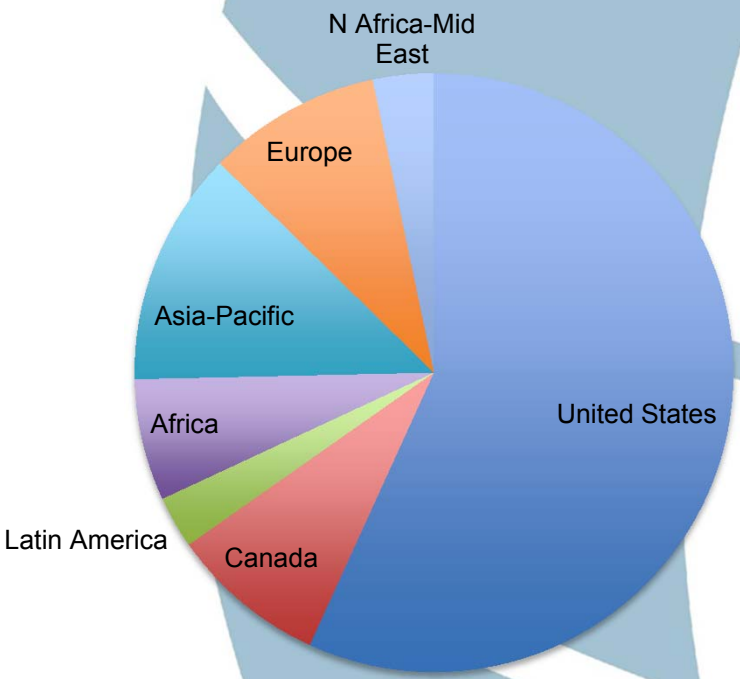


Respondents

Organization Types



Geographic Distribution



Position of Hiring Manager



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Top 'hard' skills desired

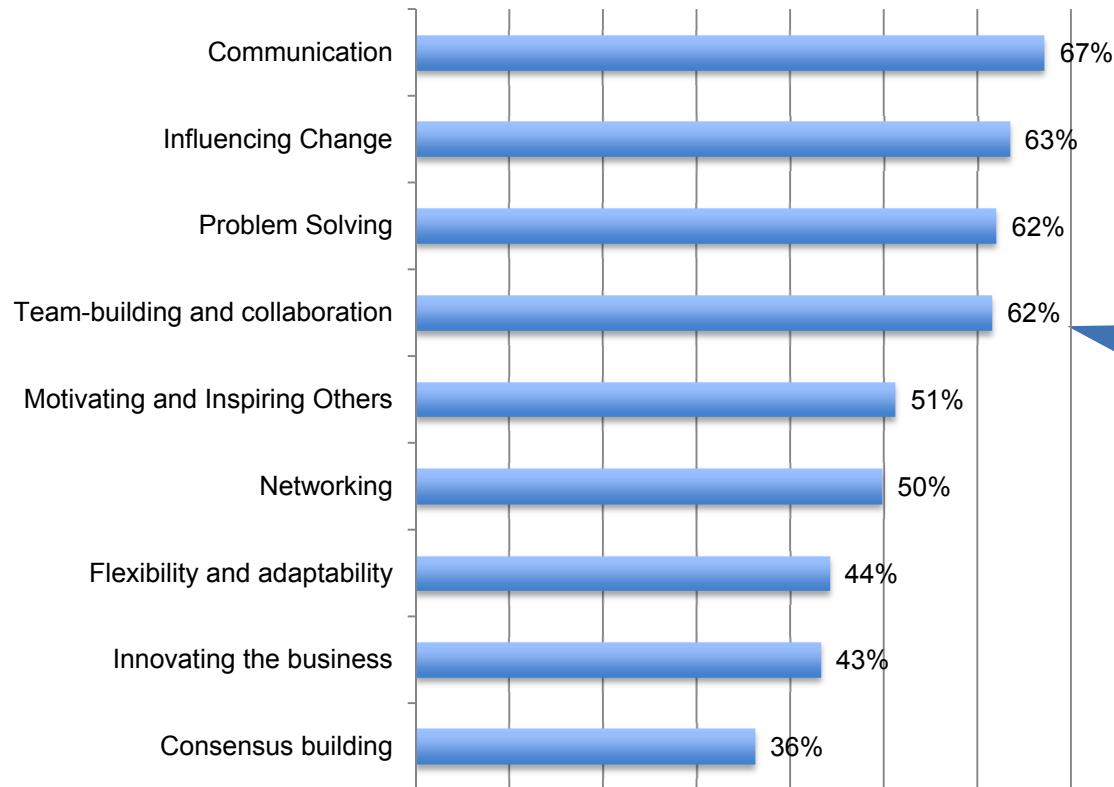


“Project management, innovation, try and try again, and engagement are most important.”

Top skills from 2010 ISSP Competency Study:

- 1. Strategic planning**
- 2. Systems thinking**
- 3. Project management**

Top 'soft' skills desired

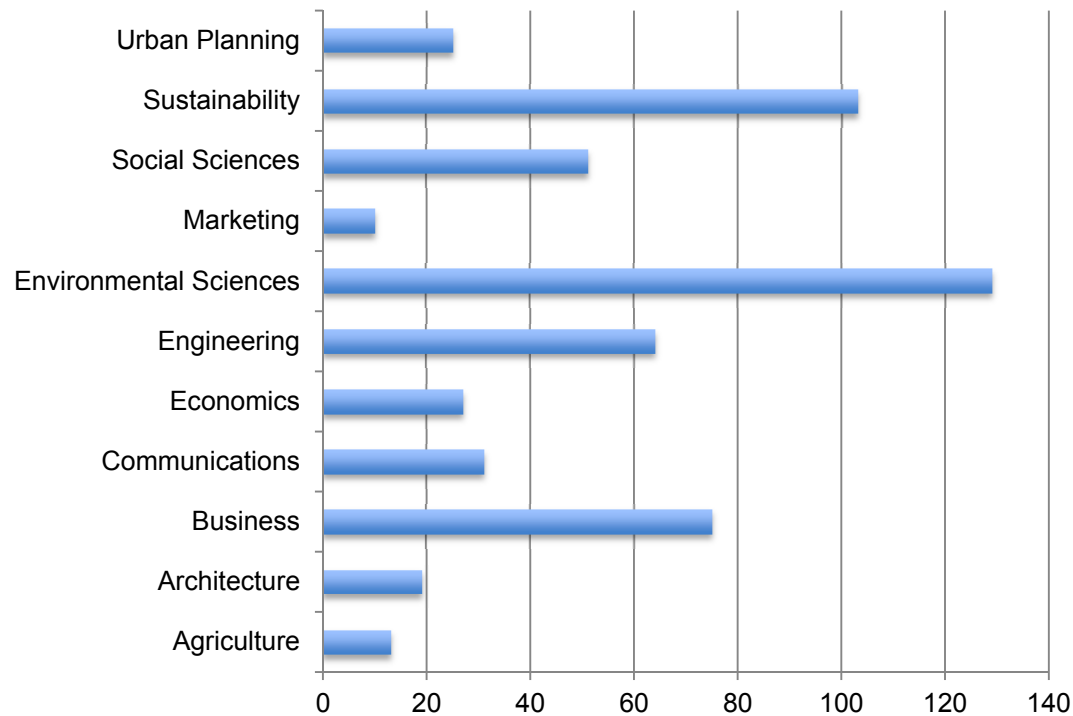


"In an academic environment it is of critical importance that a sustainability professional is able to engage others on a voluntary basis, using a grassroots approach."

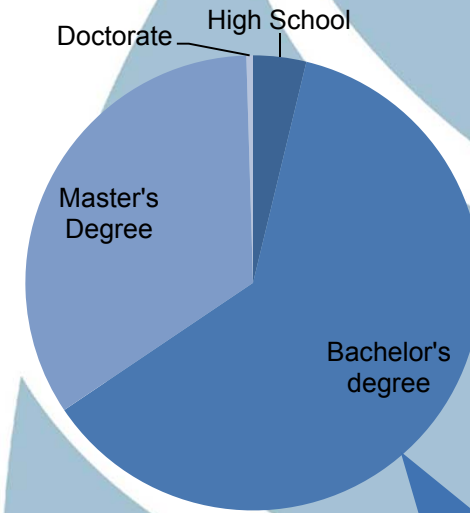
- Top skills from 2010 ISSP Competency Study:**
- 1. Communication**
 - 2. Problem Solving**
 - 3. Motivating and Inspiring**

Education

Most Common Area of Study



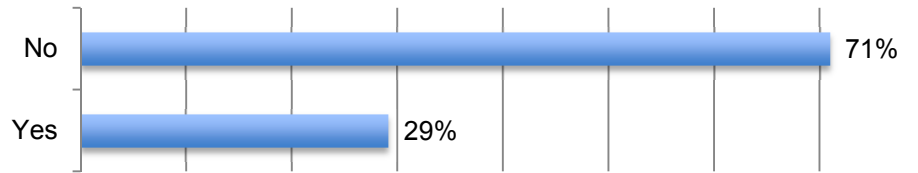
Minimum Education Level



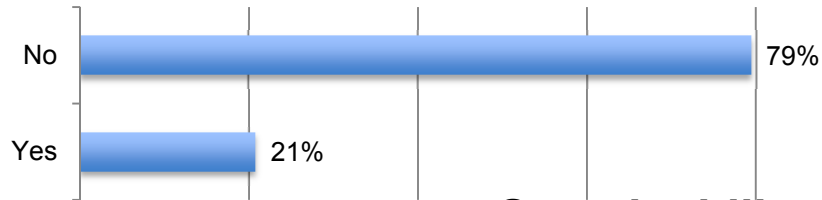
“With the growth of sustainability programs at the undergrad and masters level across the country, we are seeing more and more qualified candidates with masters degrees, PhDs, and very interesting work experience. It's competitive.”

Certification

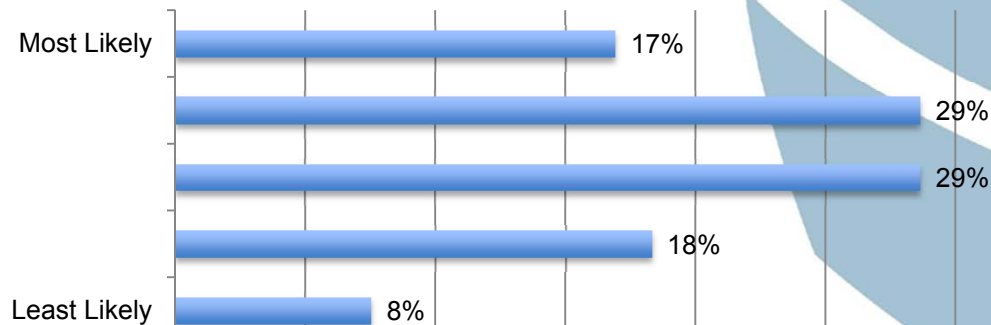
Certifications as Hiring Criteria?



Require Certifications for Staff?



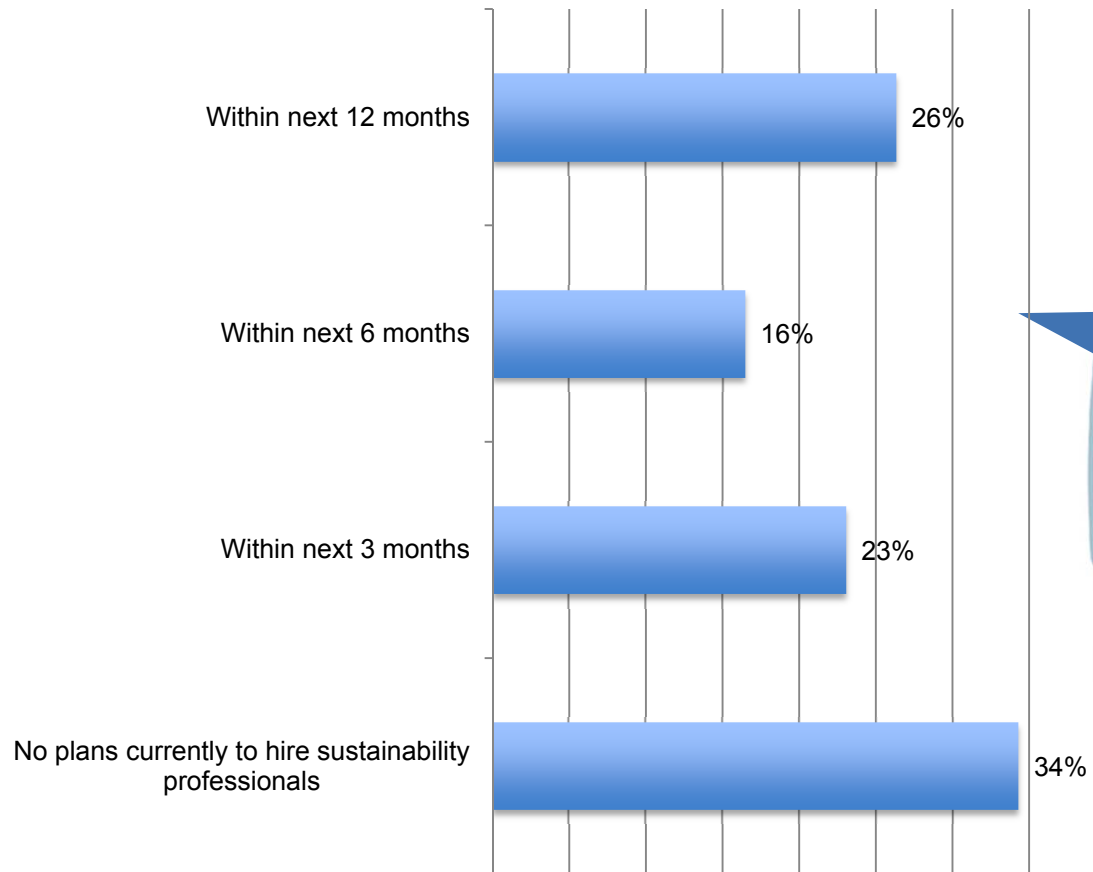
Sustainability Certification as Hiring Criteria?



“An ISSP CSP certification wouldn't automatically put someone on top of the list of candidates, but it would definitely help tip the scales in differentiating from other potential candidates.”



Hiring Plans



“The key to hiring a sustainability professions is finding the person with the right attitude and aptitude, along with a passion for change, inclusion and flexibility in the work environment.”

Preliminary Conclusions

- Change management is key.
- Don't forget the soft skills, especially communication!
- Education is important – coupled with experience and passion
- Certification – nice to have

“We can train them in subject matter, but we cannot train them to be good communicators”

“Passion and ability to influence change are key”



Get involved!

Survey for Hiring Managers

- Still open
- Please participate
 - Give us your card – with hiring survey written on it
 - Copy down this link:

<http://survey.constantcontact.com/survey/a07ebffksobidhj6uau/start>



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