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A Green MBA is the Key to a Successful and Fulfilling Career

By Paul Hannam

The green MBA is one of the fastest-growing programs in management education. Young professionals want to get the skills and qualifications for green jobs; mid-career executives are looking for significance and fulfillment in their careers; entrepreneurs are searching for green business opportunities; and corporations want to retrain management to be more competitive in the new green economy.

The new Bright Green MBA program offered by the Marshall Goldsmith School of Management at Alliant International University in San Diego is designed to meet the needs of these different groups. From our research, we have identified the top four reasons for choosing a green MBA.

The Growth of the Green Economy

The growth of the green economy might just be the greatest business opportunity in history. In a recent survey by Allianz Global Investors, nearly eight in ten, or 78 percent, U.S. investors said that environmental technology has the potential to be the "next great American industry."

The green economy is being driven by the demand for energy independence and the transformation from dependence on fossil fuels like oil and coal to renewable energy like solar and wind. It involves the design of new sustainable manufacturing, supply chain and business processes that conserve energy, water and other resources – rather than waste them.

We are entering a new era and we have to change how we live and work. It is also an extraordinary opportunity. For the very changes that we have to

make are going to require unprecedented levels of investment in new energy infrastructure, in new jobs, in new businesses, in every sector of our lives.

President Obama has pledged \$80 billion of the stimulus package to promote green initiatives and he believes that the green economy will lead us out of recession and, in the process, transform the U.S. economy into a green powerhouse. A green MBA will help you be a leader in this exciting movement.

The Business Case for Green

Executives now have to manage risk and promote their corporation's public reputation as socially and environmentally responsible. Research also shows that going green helps organizations to engage and motivate their employees. Fortunately, this is also good for the bottom line.

Highly competitive corporations such as Wal-Mart, IBM and Toyota implement sustainable practices to increase profits by being more efficient, reducing energy costs, waste and travel costs. They also want to build their brand and reputation. The new "conscious consumer" wants to buy green products and services, and so do businesses. The greening of the supply chain by the largest corporations is putting pressure on the thousands of their suppliers to do the same. With a green MBA, you are in a strong position to help businesses gain the green advantage.

The Boom in Green Jobs

The emerging green economy also promises to be one of the few bright spots in a very gloomy job market. President Obama is injecting billions of dollars into the creation of green jobs

as he hopes to kick start the economy and change our energy infrastructure.

This will also require an unprecedented program of training and retraining in specific skills such as green building design, solar installation and energy efficiency. All of these sectors will need executives, professionals and entrepreneurs.

So we have designed our Bright Green MBA specifically to help you get a great job in renewable energy, green buildings, water, sustainable transport and Corporate Social Responsibility. There is also a need for consultants to work with organizations going green, and our school has a long, rich tradition of teaching consulting and coaching skills

A Fulfilling and Significant Career

A green MBA leads to a green career that gives you the opportunity to enjoy the best of both worlds. Working for a green business you reap the financial rewards of business and the personal satisfaction of engaging your values in your work and making a positive contribution to the world. The happiest people love their work, and they love serving other people and a cause greater than themselves. They find a great balance between success and significance. With a green MBA you can have it all!

An advertorial submitted by Alliant University. Paul Hannam is a green thought leader at the Marshall Goldsmith School of Management at Alliant University. For more information, please visit mgsm.alliant.edu or e-mail Hannam at phannam@alliant.edu.