

Bright Green Talent

Green Jobs

Can they Save the Economy and the Environment?

Dear

From the headlines of CNN and Business Week to the speeches of presidential candidates, the nation is buzzing with talk about “**Green Jobs**”, and the promise that they might create new employment; protect our environment and help the US become energy-independent.

A new report from the American Solar Energy Society claims that there are currently **8.5 million green collar jobs** in the U. S. and that this will increase to **40 million by 2030**, about one-quarter of the total workforce

Oxford lecturer, Environmental Entrepreneur and Green Headhunter, Paul Hannam is uniquely qualified to discuss the significance of this phenomenon, and answer critical questions such as:-

- What are Green Jobs; what are the numbers and trends?
- What are the hot sectors and regions?
- How can going green help corporations attract talent?
- Can Green jobs keep the US out of a recession?
- How well-positioned is the US to lead the Green Business Revolution?

Paul is available for interviews by phone or email, in print, online, or radio and television. Thank you for your consideration.

Yours sincerely,

Alexandra Petre

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Suggested Interview Topics

Business

1. What exactly are Green Jobs?
2. How many of these jobs are there, and what are the trends?
3. What are the Hot Sectors?
4. Who is creating these jobs and where are they based?
5. Is this is a fad or a long-term trend?

Green Talent

6. How Going Green will help Corporations recruit and retain Talent?
7. The search for meaning and purpose in today's workplace?

Green Careers

8. What is a Green Career?
9. Where are the opportunities?
10. What are the benefits of a Green Career?
11. How do you find out more about green careers, and what are some practical tips?

Political

12. What is the 2007 Green Jobs Act and what does it mean?
13. What does this mean to the 2008 Presidential Election?
14. Where do the Candidates stand on Green Jobs?
15. Can Green Jobs stave off a recession?

Environmental

16. What the environmental implications of these new jobs?
17. What is the role of business in promoting sustainability?

About the Author

Paul Hannam is uniquely qualified to discuss the significance of this phenomenon. His insights are based on a combination of three critical capabilities:-

- **Industry Expertise.** Paul is Chairman of Bright Green Talent, an Executive Search firm that works solely in the environmental sector. Paul has over 20 years experience of leading successful executive search and recruitment businesses, and can answer all the many about employment trends and green careers.
- **Global Perspective.** Paul can explain what is happening globally. Bright Green has offices in London and San Francisco, and Paul also owns other green businesses on both continents. Paul moved to the US from the UK in 2006 to be at the vanguard of the green business movement.
- **Strategic Vision.** Paul taught environmental management and leadership at Oxford University. He is able to explain the significance of Green Jobs in its economic, social and political contexts. He uses the metaphor of *Groundhog Day* to show how we are all stuck in repetitive patterns at the individual, organizational and political level in response to Climate Change. Then he describes the psychological, social and cultural benefits of promoting sustainability His new book is called "*The Magic of Groundhog Day*"

The emergence of Green Jobs as a potential savior for the US is an important yet complex topic, and there is no-one better positioned than Paul to discuss all the issues and implications at both the macro and micro level.

Paul's second book, *The Magic of Groundhog Day*, uses the concept of being stuck in a rut to explain the connection between personal, organizational and environmental change. It was published by Waterside Press in February 2008, and Paul has recently appeared on the Business Week website, Fox News and Air America.



Paul Hannam

www.brightgreenleadership.com

www.brightgreentalent.com

www.greenesthost.com

www.ensoventures.com

www.themagicofgroundhogday.com

Suggested Interview Segments/Topics

What are Green Jobs?

A new report from the American Solar Energy Society claims that there are currently 8.5 million green collar jobs in the U. S. and that this will increase to 40 million by 2030, about one-quarter of the total workforce. Paul will explain what is really happening and what it means:

- The real numbers and what it means to our economy
- Where these new jobs are to be found and who will most benefit
- The technological, economic and political drivers behind this explosive job growth

Are Green Jobs the ultimate win-win?

Can green collar jobs save our economy and our environment? Or is this just too good to be true? Paul will address the following topics

- The potential significance of green collar jobs to the Presidential Election
- How politicians and business leaders can work together to promote sustainability and create jobs
- The advantages and potential risks of green collar jobs

How can I build a *Green Career*?

The promise of earning your living by helping the environment is very attractive to millions of people stuck in jobs where they do not engage their values or passions. Yet how do you make the transition to a green career? What is involved and where do we start? What qualifications do we need? Paul will answer these questions and also address the following topics: -

- The hottest jobs and how to find them
- What employers are looking for
- The professional and personal advantages of a green career
- How to take that first step to building your green career

The Magic of Groundhog Day

New Book describes how people, organizations and societies are all stuck in *Groundhog Day*, and shows how we can break free

The Magic of Groundhog Day reveals how we can use the metaphor of the movie to break free from repetitive patterns that are making us unhappy, disconnecting us from other people and damaging our environment. Paul Hannam provides a blueprint for personal, organizational and social transformation that can get us out of a rut. This book delivers -

- A convincing explanation of how we have created dysfunctional patterns of behavior that keep us all trapped
- A powerful program for personal, organizational and social change based on Paul's work at Oxford and his extensive business experience
- A distinctive blueprint for self-help based on serving the community and the environment
- An inspiring philosophy of environmental leadership through green careers that integrates financial and psychological rewards
- Practical ideas and techniques for getting out of a rut and leading the lives we choose to live not what we were conditioned to live.

This book shows how the movie *Groundhog Day* is an extraordinary parable for our times, and points us in the direction we all need to go

" I recommend The Magic of Groundhog Day as a stimulating and effective guide to living and working. It can help executives and employees break free from limiting habits. "

Marshall Goldsmith, Author of "*What Got You Here Won't Get You There*", (Hyperion) *the New York Times* bestseller and *Wall Street Journal* #1 business book

Paul Hannam has written an insightful book that can help us all get out of our own ruts and live more productive and joyful lives. "The Magic of Groundhog Day" is enjoyable entertainment and a remarkable self-help guide as well."

Thom Hartmann, author of "*Last Hours of Ancient Sunlight*" (Random House) and host of The Thom Hartmann Radio Show on AIR AMERICA.

I hope you enjoy this book as I did, are entertained and stimulated Whether you are interested in solving the world's problem, revisiting issues affecting your own life, or simply peering at the movie from new angles "

Danny Rubin Creator and screenwriter of the movie *Groundhog Day*

The Magic of Groundhog Day



An Extraordinary Movie Teaches the Secrets of Living an Extraordinary Life
Paul Hannam
Foreword by Danny Rubin
Screenwriter of *Groundhog Day*



Paul Hannam

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