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BUSINESS



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May 28th 2013: Communication and Behavioral Change

Communicating in a way that gets people to change their behavior isn't easy. And to get people to change behavior in a way that is, literally and figuratively, sustainable is a challenge. Our guest, Colin Tetreault, is an expert on sustainability and behavioral change. As Senior Policy Advisor of Sustainability to the Phoenix, AZ Mayor and as Principal and "Executive Hippie" of S2 Consulting, Colin leads civic and community organizations focused on advancing sustainability issues. In our show today, we're going to discuss how communication affects behavioral change through the lens of

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Featured Guest



Colin Tetreault

Colin Tetreault serves as the Senior Policy Advisor of Sustainability to Mayor Stanton of Phoenix, Arizona. Colin oversees the development and recommendation of policy germane to sustainability over the 520 mile², 1.5 million person population of the City of Phoenix.

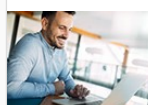
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