



Workshop Instructor

Bill Bean
*LEED AP & President
Green Planning &
Coaching*

Bill Bean is a Strategic Business Consultant focusing in the green space. As President of Green Planning and Coaching, he helps companies “Capture the vision for their Green business initiatives and build better plans faster to achieve them.”

Bill has extensive corporate experience, has BBA and MS degrees from UMass Amherst and has combined that formal education with ‘green’ designations of LEED AP and NAHB CGP. He has professional certifications in Executive Coaching, Career Coaching and Retirement Career Coaching and is an adjunct professor in the Green Building program at UMass Amherst.

Note: This workshop does not focus on financials for starting a green initiative. The workshop is most productive for those who have identified a green initiative to be pursued.

Cape Cod Cooperative Extension: Barnstable County, UMass Extension, and USDA cooperating.

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Cape Cod Cooperative Extension

Building a Business Plan for *Your* Green Initiative

New green businesses are blossoming everywhere, existing businesses are seeking green positioning, and professionals displaced in the economic downturn are reinventing their careers and launching their own entrepreneurial ventures.

What is the common thread to success in each of these pursuits? Defining a clear vision and developing a written plan to achieve it.

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Yarmouth Port, MA 02675



