



JOHN PABON

SUSTAINABILITY AUTHOR,
CONSULTANT, AND SPEAKER

MAKING SENSE OF SUSTAINABILITY

John Pabon has spent two decades in the business of saving our Earth. After leaving his role at the United Nations, John traveled the world studying the impacts of sustainability first-hand in factories, on fields, and in Fortune 500s.

He is an expert in sustainability with a mission to move sustainability from theory to practical strategies that help people and businesses confidentially make real impact. To get there, he shares his message through books, consulting to businesses, and keynote speaking to audiences around the world.

John's global career has taken him from Los Angeles to New York, Shanghai to Seoul to Melbourne. He's had the privilege of working with the United Nations, McKinsey, A.C. Nielsen, and as a consultant with BSR, the world's largest sustainability-focused business network. A decade of experience living and working in Asia inspired him to found Fulcrum Strategic Advisors to help companies, governments, and individuals capitalize on the benefits sustainability offers.

He is a regular contributor to major publications and speaks to an array of global audiences on issues of sustainability, geopolitics, communications, and societal change. John is the Programme Director for The Conference Board's Asia Sustainability Leaders Council, a member of the United Nations Association of Australia, and serves on the board of advisors to the U.S. Green Chamber of Commerce. He is the author of "Sustainability for the Rest of Us: Your No-Bullshit, Five-Point Plan for Saving the Planet." His upcoming book, "The Great Greenwashing," will be out later this year.

MY BIG IDEAS

- A five-point plan to save the planet
- Why just going green won't save us
- Communicating your message (so people listen)
- Recognizing and avoiding greenwashing
- China: a global leader in sustainability



WHY JOHN?

A no-BS look at sustainability

Have you ever wondered whether all your plastic recycling, reusable cup carrying, and hybrid car driving are really making a difference? How about the money you give to charity or the politicians you vote for? Why is it that, after 100 years of the modern environmental movement, things only seem to be getting worse?

In my talks, I reveal why much of what we've been doing isn't having a big impact at all. My no-holds-barred, unorthodox approach reveals what we really need to change, why we need to change, and how to make it happen.

Two decades on the ground

Sure, most speakers say they understand operational excellence. But how many actually have a holistic, full-picture view of what's going on? My on-the-ground experience in the world's most dynamic markets - in factories, on farms, and in board rooms - means I offer a truly unique perspective.

Less talk; more action

For too long, we've held outdated ideas of what it's going to take to save the planet. We recycle our cans, sign a check to charity, or write a scathing Facebook post about an oil company as if any of that is going to make a difference.

If we really want to make impactful change, it's time to dramatically reconsider our approach, message, and some of the sustainability myths we hold so dear.

DON'T JUST TAKE IT FROM ME

"THANKS John - you were really awesome. You've given my business hope to keep doing what we are doing."

"I am super impressed. Your work is so damned good. You nailed it!"

"Nobody approaches the subject of China quite like John. Not only does he break down a complicated subject, but makes a foreign land relatable."

"I thought I was going nuts. After hearing you speak, though, I knew I wasn't alone in my thinking about our shared future. Thank you for being a pragmatic realist."

"If you've any interest in saving our planet..."



FIND OUT MORE

