Fulcrum Point

Service outline

Workforce Briefings.

A two-hour live session for your wider workforce. Lorne briefs the room on one topic and facilitates the discussion that takes it further after the session.

For

Wider staff cohorts, multi-site teams, broad audiences.

Format

Two hours, live virtual, recorded for reuse.

What it is for.

Lorne briefs your wider workforce on one topic and opens the discussion that turns awareness into language the team can use.

Why clients book it.

To get the wider organization speaking the same language about a sustainability mandate, fast.

When the strategy never reaches the floor.

Companies book Briefings when the sustainability strategy is signed at the top, taught to a small specialist team, and struggles to reach the wider workforce. The result is the same in most organizations: read by 200 people, taught to 50, acted on by 15. The gap is rarely motivation. It's language. Most people cannot turn "Scope 3" or "Net Zero" into something they can do at their desk.

Briefings close that gap in two hours: jargon stripped, concepts grounded in real cases, and where directly applicable, one personal commitment per participant before they leave.

How it runs.

Each Briefing is built around the Golden Window, the 90 to 120 minutes a working professional can give a live virtual session.

- Real-world corporate case studies, anonymized where required
- Live polling and breakout discussion
- The 8 Forces of Disruption framework to ground theory in market reality
- The One Effective Action exercise: a named, time-bound personal action

The four working pillars.

Pillar 1

Climate and Carbon Literacy

Most popular for Operations, Facilities, all staff.

Covers

- Why business as usual is a financial and physical risk, and why offsets do not change the maths
- The Break-Even method applied to energy (BE01) and emissions (BE06)
- Scope 1, 2, and 3 in plain language, and what zero-harm operational logic asks of each
- Why most Net Zero claims fail audit, and what scientific defensibility looks like

One Effective Action, the Emission Audit: each participant identifies the single largest source of emissions in their direct control and drafts one procedural change to cut it by 10% at source.

Pillar 2

Circularity and Resource Innovation

Most popular for R&D, Product teams, Facilities.

Covers

- Design-for-Future-Fit and what it asks of the product-development process
- Eliminating Usage Harm: Product Repurposed (BE19) and zero-harm logic across the full life cycle
- Operational Waste (BE07) and the calculations to eliminate waste at source
- Where regulators are heading on Extended Producer Responsibility

One Effective Action, the Resource Loop: each participant picks one item their team disposes of and commits to ask one question of the next vendor. "What is the documented plan for this item when we are finished with it?"

Pillar 3

Responsible Value Chains

Most popular for Procurement, Logistics, Legal, HR.

Covers

- Scope 3 as the regulatory and reputational front line, and why Tier-1 audits are no longer enough
- Living Wage (BE11), Employee Health, and human-rights obligations across Tier-2 and Tier-3
- Water use, natural-resource dependencies, and what science-based supplier audits measure
- Sustainable Procurement (BE04) and what it asks of buyers

One Effective Action, the Supplier Inquiry: each participant sends a standard Sustainability Intent query to their top-spend supplier, requesting science-based targets. A formal channel opens.

Pillar 4

The Sustainability Business Case

Most popular for Finance, Legal, senior leadership.

Covers

- Fiduciary duty and non-financial risk: why sustainability is a legal and financial obligation, not a marketing exercise
- Tax transparency, lobbying alignment, and the ethical footprint of financial assets
- The Sustainability Premium, where it holds, and how to report progress without greenwashing
- Business Ethics (BE20) and what transparency asks of leadership communication

One Effective Action, the Value Pitch: each participant writes an elevator pitch linking one company commitment to a specific financial or legal exposure, ready for the next leadership meeting.

What you leave with.

Across the workforce

- A baseline of sustainability literacy that survives the session
- A working vocabulary the departments now share
- A measurable Action Trigger: one role-relevant commitment per participant

Per participant

- One Effective Action, named and time-bound
- A printable summary of the briefing's frameworks and definitions
- A reference list for further reading

What this is not.

Briefings are not a technical certification. They build a working language across the organization, not specialist depth. If you need depth in one function, a Departmental Training is the right engagement. Briefings prepare the broad audience. Trainings build the functional capability.

Format and investment.

Length

Two hours per pillar, live virtual, recorded for reuse.

Mode

Zoom, Teams, or your platform.

Group size

Up to 200 participants per live session. Larger cohorts run in waves.

Series

Most clients book a four-pillar series over one quarter, one pillar per fortnight.

Customisation

Each pillar is tailored to your sector.

Investment

Confirmed on the Strategy Call.

Common questions.

Should we run all four pillars?

Most organizations benefit from all four. If you start with one, Climate and Carbon is the broadest entry point. Each pillar is standalone. One is valuable but four is a foundational literacy program.

Who delivers?

Lorne leads every live session. The value sits in a senior practitioner working the room, not in a recorded webinar.

Can pillars be customised by industry?

Yes. Case studies, examples, and the One Effective Action are tailored to your sector. We confirm it on the Strategy Call.

Your speaker.

Lorne Michael Cousins

Senior Fellow and Council Director, The Conference Board, Asia. Founder, Fulcrum Point.

Lorne Michael Cousins has spent twenty-five years inside corporate sustainability across China and the Asia-Pacific, as environmental auditor, sustainability consultant and leadership strategist. He is Senior Fellow and Council Director at The Conference Board, Asia, founder of Fulcrum Point Sustainability Consulting in Shanghai, and a Founding Member of the Sustainability Directory.

He holds an MEM from UNSW Sydney, a BA from UBC Vancouver, and Practitioner status with IEMA. Accredited Advisor, Future-Fit Business Benchmark.

fulcrumpoint.co