

Corporate Sustainability Mastermind Group (CoSM) Frequently Asked Questions (FAQs)

How does the Mastermind Group work?

The Corporate Sustainability Mastermind Group is a small group of sustainability professionals from large organisations. We meet at an outstanding location every quarter to explore a sustainability issue in depth in a workshop format – Powerpoint is banned. The meetings take place under the Chatham House Rule – you can report what was said, but not who said it, or even who was in the room at the time. After a morning of hard work, the conversation continues over a good lunch.

Who is the Mastermind Group for?

The group is for senior sustainability executives in large organisations. Participants come from public and private organisations, and from a wide range of sectors from defence to healthcare. This diversity of experience gives a great cross-fertilisation of ideas.

Is it right for me?

The format doesn't work for everyone. Members need to be willing to open up on their own experiences and (politely) challenge others on theirs. Passive participants will not get full value out of the sessions.

Why is it better than other groups/events?

Members wanted to get away from the tired old “expert gives Powerpoint presentation followed by superficial answers to a couple of questions” format of most sustainability events. By using a workshop format everybody gets deeply involved in each issue and benefits much more as a result. The Chatham House Rule means that people can speak freely about the strengths and weaknesses, opportunities and barriers in their organisations. Effectively it strips the PR sheen off sustainability and lays the workings bare so we can tackle real problems head on and gain true insights.

Is CoSM a networking group or CPD-type training?

It is both of these and much more. The idea is that by exploring issues in depth in a small group, tackling real issues in organisations, members learn from each other's experience and get inspiration to solve problems when they get back to the ranch. They become personally more effective and their organisation benefits too. Different members use different budgets to pay the annual subscription depending on their individual circumstances.

Why does it cost to take part?

Obviously someone has to pay for the facilitation, administration and venue costs – but the modest annual fee of £995 plus VAT is also a demonstration of commitment to the Group by its members. Members all agree that they get much more benefit out of the sessions than those ubiquitous and indistinguishable large sustainability conferences that usually cost much more.

OK, how do I sign up?

The first step is to contact Gareth Kane of Terra Infirma Ltd (0191 265 7899, gareth@terrainfirma.co.uk) to discuss whether the Group is right for you.