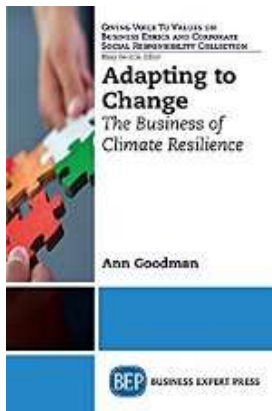


## PM WORLD BOOK REVIEW



Book Title: ***Adapting to Change: The Business of Climate Resilience***

Author: **Ann Goodman, PhD**

Publisher: Business Expert Press

List Price: \$34.95    Format: Soft cover; 120 pages

Publication Date: 2016    ISBN: 13:978-1-63157-144-2

Reviewer: **Jesus S. Flores**

Review Date: June 2017

---

### Introduction

As is pointed out by Ms. Goodman we live in a rapidly changing world where negative climate events have created local impacts but these effects are felt worldwide.

One reason that has been proposed for these climate events is the large increase in greenhouse gas emissions (GHGs). This book looks at how and what businesses are doing to reduce their GHGs and what strategies can be implemented to reduce the impact of negative climate events.

### Overview of Book's Structure

The book is laid out in a five-theme format. The individual themes show how real-world companies are responding to these climate changes. The focus is on how innovative company leaders are exploring mitigating responses to climate change.

The five-themes correspond to the book chapters. Each chapter addresses how a specific company or community responded to a climate event. The chapter details the strategies used to address the issue.

### Highlights

Businesses such as Citigroup responded to Superstorm Sandy by setting goals to mitigate climate change by setting internal environmental goals for reducing greenhouse emissions and reducing its waste. At the same time Citi was also encouraging and financing other companies' greenhouse reduction efforts (projects).

ConAgra's dependence on agricultural products mandated that it address responses to climate events. ConAgra implemented strategies to reduce GHGs, assisted its

supply chain partners to instigate agricultural and transportation strategies to ensure the production of sustainable products.

Methodologies were implemented in their facilities to eliminate food waste and could convert the waste into a revenue generating product. Additionally, ConAgra fine-tuned its climate change policy.

Stonyfield Farm is addressing its climate change issues utilizing several methods. One is by offering a training program for organic dairy farmers that includes providing farmers graduating from the program exposure to organizations that lend funds for the purchase of farms. Another is by continuously looking for ways to decrease their GHGs emissions throughout the production process.

The Hartford mitigates their climate change risks internally through features such as: off-site data backup, allowing workers to work from home, and the exploration for renewable energy sources. The Hartford has introduced new products that include insurance for hybrid vehicles and electric fleets. Additionally, The Hartford incentivizes its customers with a portfolio of climate change related products.

In the IBM example, the main theme is how IBM applied processes developed internally to a community issue. The aftermath of Hurricane Sandy disclosed a pre-existing condition in Suffolk County in New York state. Since data was crucial to solving the problem, the main recommendations were to have all the IT departments under a single director; incorporate a common information model; single view access to fragmented data; digitize all data; and the creation of a backup data center.

### **Highlights: What I liked!**

I liked the way the information was laid out. The concepts were presented in a systematic manner that helped to build on the “story.” The information was not overly technical, so one did not have to constantly review a glossary in order to understand the concepts.

### **Who might benefit from the Book?**

The subject matter addressed in this book has universal appeal. The climate change and greenhouse gas production impacts everyone on the planet earth.

This subject will benefit students, business professionals, academics, etc. The detailed methods used by the companies mentioned in the book serve to provide ideas, strategies, and methodologies especially to those individuals and companies looking at how they can affect climate change.

### **Conclusion**

In this book, Ms. Goodman examines how businesses are reacting and responding to climate events. These events have been increasing in number and are attributed

to a surge in greenhouse gas emissions. Businesses are major contributors of these gases. So therefore, businesses must be a key part of the solution.

The book addresses what actions are pursuing to reduce their greenhouse emissions. Also depicted are what innovative methods and strategies have been introduced to entice and incentivize others to create their own plans for reducing greenhouse emissions.

Climate change is everyone's responsibility and all of us need to participate in reducing gashouse emissions.

---

For more about this book, go to: <http://www.businessexpertpress.com/books/adapting-change-business-climate-resilience/>

*Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@peworldjournal.net](mailto:editor@peworldjournal.net).*

---

## About the Reviewer



### **Jesus S. Flores, PMP**

Texas, USA



**Jesus Flores** is currently working as the Grant Manager for a municipal transit agency. His education includes a BS in Biology, MSPH in Public Health, and an MBA in Management. He has been a PMP since 2005 and has worked as a Project Manager on process re-engineering projects and ERP implementations.