



**TECHNOLOGY FORECASTERS INC.**

Strategic Environmental and Manufacturing Consulting

**TFI President Pamela Gordon Discusses Organizational Strategic Alignment with  
'Lean and Green'**

—*Technology Forecasters Inc. president is interviewed about profitable environmental projects and their impact on organizational strategy*—

ALAMEDA, Calif., Dec. 1, 2009 — Technology Forecasters Inc. (TFI) President Pamela J. Gordon is featured in a recent webinar in conjunction with the Project Management Institute's (PMI®) Organizational Project Management Community of Practice. Interviewed this past November by Jim Sloane, OPM3 CC, PMP, the filmed webinar provides insights into how organizations can improve the bottom line through environmental sustainability projects.

According to Gordon, "Even mid-sized companies can expect US\$3M to \$5M in annual savings by incorporating these initiatives into their business strategy."

In the webinar, Gordon, author of *Lean and Green: Profit for Your Workplace and the Environment*, discussed how thinking green can advance an organization's business strategy. Gordon explained that any organization's cost-reduction efforts will be enhanced by looking at the business through a green lens — training all employees to look for ways to reduce the environmental impact of the company's activities. She says that by unleashing employees' creativity in this way, a company can "leap-frog" traditional cost-savings tactics and achieves much greater monetary benefit that also saves natural resources.

Key project-management skills are particularly important for managing profitable, environmental initiatives. "The most successful environmental initiatives — with the largest cost savings, new revenue generation, and sustainability benefits — are multifunctional and multiregional," said Gordon. "Project managers experienced in eliciting ideas, gaining buy-in, and inspiring action across the organization will be most successful."

To view the film, go to <http://www.youtube.com/watch?v=NFBPDjh0u4Y>

**ABOUT TECHNOLOGY FORECASTERS INC.** Clients use TFI's strategic advice and market insights to optimize global manufacturing relationships and achieve profitable environmental strategies. With clients in the Americas, EMEA, and Asia, TFI delivers a unique combination of industry and environmental expertise through management consulting, customized research, keynotes, and workshops. TFI Environment leads clients to "Lean and Green" competitive advantage for products, supply chain, logistics, and facilities. [www.TechForecasters.com](http://www.TechForecasters.com), 1-510-601-9107.

###

Contacts:

Jim Sloane, [jim@jsloane-pmp.com](mailto:jim@jsloane-pmp.com), 1-408-219-2319

Pamela Gordon, [pgordon@techforecasters.com](mailto:pgordon@techforecasters.com), 1-510-601-9107