



Connecticut Sustainable Business Network Presents:

The Art of Strategic Questioning: A Powerful Technique for Engaging People and Promoting Positive Change

Wednesday, February 26th, 2003 4:00 – 6:00 pm
Hosted By: Cytec Industries at their Wallingford, Connecticut Facility

About the Connecticut Sustainable Business Network

This new network provides a confidential forum for business leaders:

- to share ideas and solve problems
- to promote economic growth
- to resolve conflicts between business pressures, and environmental and social imperatives

Please join us at our first public event...

You will learn about *Strategic Questioning*, a technique to achieve sustained performance enhancement. This highly interactive mini-workshop will introduce you to an innovative questioning technique that will help you break through outdated assumptions about your business, and explore new perspectives. Facilitated by Paul Lipke of Sustainable Step New England, two live case studies will feature local business leaders who will share a sustainable business challenge; participants will give them the benefit of many hundreds of years of business experience using strategic questioning. Learn how this method of problem solving can be put to use to help your business improve economic, environmental, and social performance.

After the workshop, there will be time for networking and sharing ideas and solutions with your peers from other Connecticut businesses.

Event Location:

Cytec Industries Inc., South Cherry Street, Wallingford, CT

Participation by multiple people from the same organization will maximize workshop effectiveness and speed implementation. We **strongly** encourage you to invite colleagues.

Directions:

From I-91, take Exit 13. Turn right onto Rt. 5. Proceed to 2nd light and turn left. At next light, turn left and go ½ mile to the building. Visitor parking is on the right.

From Merritt Pkwy Northbound: Take Exit 64 and turn right off the ramp. Then follow directions below.

From the Merritt Pkwy Southbound: Take Exit 64 and turn right. Pass under the parkway.

From either direction, bear right at the fork after 2 quick traffic lights. Proceed straight past a stop sign. Turn right at the next light onto South Cherry Street. Go one mile to the blue administration building. Visitor parking is on the right.

Join these Connecticut businesses for a stimulating peer to peer problem solving and networking session.



Please RSVP if you plan to attend:

Annamarie Dobler, Cytec Industries
(203) 284-4302 or
annamarie_dobler@wl.cytec.com