



## **CSR - SUSTAINABLE DEVELOPMENT - ENVIRONMENT**

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### **The book to overcome resistance to change**

**has just been published by Éditions AFNOR**

**Why don't we tackle global ecological problems head on? For more than 50 years, climate, energy and ecology specialists have been sounding the alarm. And although human beings have a brain full of resources, they also have an astonishing ability to ignore reality! In this book, Nathalie Lourdel dissects the factors of our ecological inaction, analyzing our internal blockages, our little arrangements with reality and our cerebral shortcuts.**

**It provides all the keys to overcoming resistance to change.**

The obstacles and resistance to change are above all... in our heads! After a first part, in which the author analyzes these mechanisms of inertia, she examines the levers of action and the keys to mobilization to better circumvent them. What trajectory should we take in this current state of confusion? How can we accelerate changes in behavior so that decisions meet the challenges? How to influence intentions to act? What strategies for those who want to be active in transformations? Throughout the pages, Nathalie Lourdel takes the time to explore one by one the keys to moving towards an ecological transition commensurate with the situation.

Through numerous examples and concrete tools, each reader will find in this work resources to think about and facilitate this transformation at their level. He will also perceive that the transition that awaits us is both collective and individual, that it affects our daily lives, our habits, our comfort, and even our privacy...

A book that is full of answers to a question that many ask: how can we effectively contribute to the transition towards a future that will respect humans, nature and allow our society to reinvent itself to take action?

### The author

**Nathalie Lourdel** has a doctorate in pedagogy and sustainable development, completed at the École des Mines de Saint-Étienne in 2005. Very committed to the theme of ecological transition, she has been a consultant since 2003 for the ministry in charge of Ecology.

Today, a certified *coach*, she actively works to improve relational intelligence in order to jointly create innovative solutions for the world of tomorrow. She believes that increasing cooperation and the quality of human connections is at the heart of the transformations necessary to face the challenges of this century.

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For any questions, receive the books in PDF or printed form, communicate with an author:

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