

EMBEDDING SUSTAINABILITY & ENABLING BEHAVIOUR CHANGE

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[Neela Bettridge](#) has recently launched her new website www.neelabettridge.co.uk which showcases her experience and services as an [executive coach](#), and [sustainability advisor](#) for business and clean technology. As a successful entrepreneur and former board-level executive, Neela has spent the last 10 years as an executive coach-mentor working with [start up organisations](#) through to [global brands](#) going through complex change.

Neela's extensive experience as a sustainability advisor is demonstrated through her role as co-founder of [Article 13](#) which was started 11 years ago, having identified an emerging opportunity for an innovative sustainable development consultancy. "In particular, we wanted to help clients not just to manage risk but also to capitalise on opportunities proactively."

"Today, with a high profile in the [CSR/sustainability](#) arena, I am continuing to offer the benefits of my knowledge and experience - supported by an invaluable global [network of expert contacts](#) - to provide critical sustainability advice."

Neela's coaching expertise stems from her passion for sustainability and dedication to supporting sustainable behaviour by business and individuals. Even before the recent financial turmoil added a new element of uncertainty to the mix, a growing number of people were already recognising that 'more of the same' was no longer an option.

"Increasingly, I have been working with organisations that see the way forward lying not simply in new technologies, important though they are, but also in new ways of thinking. And coaching, whether at an individual, team or organisational level, can provide the key to this transformative, cultural change."

To read more on Neela's approach and services, visit her website or contact her direct:

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Neela is the founding partner of Article 13, [responsible business experts](#) and [sustainability](#) consultancy.

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